

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXVII. NEW YORK, NOVEMBER 9, 1911.

No. 6



Advertising accomplishes such wonderful results in the business world that it is not strange, perhaps, that some intelligent men should get incorrect ideas of its nature and what it will do.

Some seem to regard it as a sort of slot machine in which money may be deposited with one hand while the result is promptly caught with the other.

This is shown in the tendency to allow readers, near or far, at home or abroad, busy or at leisure, a very short time for acting on an advertisement and then to call the books closed. Each new order means a new debate.

Work of this sort, in which large sums are sometimes dispensed (with), is often responsible for the remarkable statistics of replies that confront and confuse regular advertisers.

Our long experience with advertising is embodied in the motto—"Keeping Everlastingly At It Brings Success"—a truth which has no thirty-day attachment.

Philadelphia

New York

Boston

Chicago

Cleveland

## Where There's a Farm There's a Home

Not "rented furnished," either—nor fitted with kitchenette, for near-housekeeping.

The farm-home is full size and permanent, built and furnished for real housekeeping.

Generally it is owned—not rented. In the sections where standard farm papers circulate 75 per cent. of the farmers own their own farms and of course their homes.

Do you suppose even 25 per cent of city people have a "roof to call their own?"

And among standard farm paper subscribers the percentage of "owners" to "renters" often runs as high as 95 to 5.

We mention this because a man who knows his home to be permanent is the best possible prospect.

He wants good merchandise — merchandise that is lastingly satisfactory

No need to buy cheap for fear the goods "won't fit the next apartment." The best that money can buy will be the cheapest, and the men who invest \$5 or \$6 in advance subscriptions are *not* pinched for ready cash.

Perhaps you would like to know more about the purchasing power back of standard farm paper subscriptions. It has an important bearing on results. Ask for details.



THE MARK OF QUALITY

### Standard Farm Papers

Are	Home and Farm, Louisville
	Town and Country Journal,
	San Francisco, Cal.
Farm	The Farmer, St. Paul
	Oklahoma Farm Journal
Papers	The Ohio Farmer
	The Michigan Farmer
of	The Breeder's Gazette
	Hoard's Dairyman
Known	Wallaces' Farmer
	Kansas Farmer
	Wisconsin Agriculturist
Value	Indiana Farmer

Wallace C. Richardson, Inc.  
Eastern Representatives

41 Park Row, New York City.

George W. Herbert, Inc.  
Western Representatives  
First National Bank Bldg.  
Chicago

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXVII. NEW YORK, NOVEMBER 9, 1911.

No. 6

## REDUCING ADVERTISING RESULTS TO FIGURES

THE DIFFICULTY OF DOING THIS—  
IS NECESSARY IF ADVERTISER IS  
TO APPLY EFFICIENCY TEST TO HIS  
SELLING—ONE PLAN THAT HAS  
WORKED

By Harry Tipper,

Advertising Manager of the Texas  
Company, New York.

One of the difficulties in the estimating of advertising value—and one of the things which has aided largely in making it appear as a gamble, a chance or intangible game to the business man who is accustomed to seeing practically all the estimates of profit, income, loss, etc., presented to him in figures—is the absence of any method of figuring even in a rough way the advantage in business which can be secured from advertising.

The trouble does not lie wholly in the fact that advertising results are spread over a series of years, nor in the equally obvious consideration that advertising results do not appear in relation to the number of inquiries, or even to the increase of business within a certain period; it may be attributed partly to the impossibility of gauging the interested public and its proportion to circulation, partly to the want of knowledge of the per capita use of the material and the possibilities of selling, of the proportion of business available to the particular firm involved, etc.

This is not altogether a matter inherent in the advertising business but is partly to be accounted for by the fact that we advertising men have been content to create an atmosphere of increased prosperity in the business with which we are connected, without finding out as closely as we

should any of the directions and to what particular proportion of efficiency such increased prosperity was to be credited.

The manufacturing and production ends of business have long been able to determine from a thorough analysis of the efficiency of men and materials the cost of plant and all matters relating to production, in what department and to what extent in any department the efficiency was being improved or decreased.

The selling end of business has had very little of this investigation applied to it as yet in a general way, although a good many of the notably efficient selling organizations are excellent examples of the working out of a practical system along these lines. For the most part, however, the exact point at which efficiency begins to fall off, the place of weakness in the selling organization and the extent to which such weakness affects the sales have been hardly determined; frequently not even investigated; and the advertising business more than any other branch of the selling business while it has led to the closer investigation of sales, has left its own department without proper data in an endeavor to transfer the analysis which forms such an important part of the considerations of efficiency and cost.

Borrowing from the manufacturing and engineering ends with which the writer was familiar before his advertising work began, some steps have been taken which have for their object the accumulation of data which will show definitely from the advertising standpoint the efficiency which is at present secured, as far as this efficiency can be determined, and consequently the possibilities of improvement by increased information and investigation

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There are a number of factors involved in the advertising which are of importance in considering this question.

I.—The Circulation. The total circulation of any magazine or paper is not interesting to the advertiser as such, but that proportion of the circulation which can be used as possible consumers of the material. The relation of this "circulation of interest," as I have termed it, in proportion to the total circulation is the first step in the consideration of efficiency.

For, as an illustration: If the circulation of a particular magazine runs to 40,000 or 50,000 and the circulation of interest is not more than 20,000, the efficiency of the campaign to begin with cannot be more than 40 or 50 per cent, so that in paying the space rates for such a campaign the proportionate expense is twice, or over twice, what would be necessary at the same rate to secure just the audience which the advertiser is interested in influencing.

In some campaigns the difference between the total circulation and the circulation of interest is so great that the advertiser is spending in some cases ninety dollars to reach people with whom he can in no way do business, where he is spending ten dollars to reach people who may be possible customers of his. Such a handicap in the beginning of a campaign, before considering the other leakages which will affect the efficiency, is of enormous importance to the advertiser and shows at once the necessity for the thorough and careful investigation of mediums so that, if possible, the circulation of interest and the total circulation may more nearly coincide to the greatly enhanced value of the campaign.

II.—The Influence. After the efficiency of the medium in relation to its total circulation has been secured, the second consideration in determining the efficiency of a magazine campaign or any advertising campaign of a correlated nature is the influ-

ence of the paper with its audience.

This is a question quite apart from the pulling power of the copy as such and relates to the way in which the audience is held to the medium by common ideas of interest and a common point of view in regard to the editorial work.

In considering this matter, too, the subscription methods employed by the medium should be taken into account inasmuch as unusual inducements offered to subscribers to take the medium also militate against the value of the circulation—even where it would be otherwise of interest—on account of the fact that the premiums were the original reason for securing the magazine and not the interest value of the magazine itself.

An ideal paper or magazine from a point of view of interest or influence in circulation is a magazine in which the circulation department is occupied entirely with recording the subscriptions received on account of the interest developed by the editorial matter. Such a circulation becomes practically one hundred per cent good as far as the circulation of interest is concerned.

A thorough investigation of a certain medium showed me that out of a circulation of between 300,000 and 400,000, approximately 65 per cent of the circulation was secured on account of the premiums offered and not because of interest in the magazine. This would mean that the circulation efficiency was only thirty-five per cent. Inasmuch as the circulation of interest in this magazine represented only 40 per cent of the total circulation, the net efficiency of the magazine, after considering both the circulation of interest in respect to total circulation and the influence in respect to the circulation of interest, was only 14 per cent; that is to say, that for every \$100 spent in this magazine only \$14 would be actually working at any appreciable value in the interests of the advertising, the other \$86 going to swell the publisher's



## **A Series of Articles of Real Importance**

There is no question of more pressing importance to the country today than that of the relations which shall subsist between the government and the people on the one hand and combinations of capital on the other.

This question involves not only the present but the future development of the republic, and affects intimately the life of every citizen. During the next session of Congress consideration will be given to proposals designed to solve the trust question, probably resulting in the enactment of a law which shall enable effective co-operation in business and at the same time prevent the abuses which have outraged public sentiment.

Big business holds that the days of cutthroat competition have gone and that modern conditions compel co-operation. A law which will give the best results is a law that will be approved both by the business community and by the masses. To crystallize the situation, The Chicago Tribune has secured a series of articles written by a number of the most prominent men engaged in big business, which will present their views on the following points:

1—The effect of the operation of the Sherman anti-trust law, as construed by the United States Supreme Court in the Standard Oil and Tobacco trust cases.

2—Whether it is possible to restore the old-time competition, or whether the country must legalize capitalistic and industrial co-operation.

3—If co-operation is necessary under existing conditions, to what extent shall the government exercise regulation and supervision.

To this series have contributed statesmen, lawyers, railroad chiefs, bankers, heads of industrial enterprises, and labor leaders.

It will be a series of great value to the people and their representatives in the National Congress, since it will be the first important presentation of the business view of the trust question.

This series began with an article by Richard Olney in the October 28th issue of

# **The Chicago Tribune**

## **The World's Greatest Newspaper**

(Trade Mark Registered)

fund without aiding particularly in the value of the advertiser's campaign. In fact, were it not for the extremely small cost of advertising in relation to any other method of selling previously evolved, it would break down at this point on account of its exceedingly low efficiency.

But before the actual value of a campaign is to be considered, further deductions must be made. The 14 per cent efficiency which we have secured so far is based upon the magazine pulling 100 per cent power all the time, and no single medium in the memory of any advertising man has pulled to anything like this extent. An estimate of several campaigns which I have made in the course of my business experience has shown me that, as far as pulling power can be determined, taken from the number of inquiries received, the increase of sales divided by the per capita consumption has shown an efficiency of not more than 10 to 20 per cent.

For the sake of argument, basing the efficiency of the magazine at 20 per cent pulling power—that is that only 20 out of every 100 of the circulation of interest feel the value of the advertising—then the actual efficiency so far considered, becomes 2.8 per cent. From this point the investigation again becomes a little more difficult and it is necessary to go to the sales department to determine the efficiency of sales. The inquiries received representing an efficiency of 2.8 per cent, the sales which are made from such inquiries in relation to the inquiries will determine the percentage of efficiency in the inquiries themselves. From a rough estimate, and giving all possible efficiency to the sales department that can be reasonably expected, we will estimate a sale in one out of every five cases. This will mean a further reduction of the campaign efficiency so that the final estimate becomes .56 per cent. As a matter of fact such efficiency statements as I have been able to figure out have shown a much smaller percentage than this,—the average efficiency ranging from one-

quarter to one-sixth of 1 per cent.

This hypothetical case has been stated to show the possibilities which lie in investigation of this kind in the manipulation of an advertising campaign so as to secure an increased efficiency. I do not claim that my figures hold true in every campaign, of course.

To follow the matter down again, if the mediums can be so arranged that the circulation of interest in relation to total circulation becomes 10 or 15 per cent larger, the final efficiency will be increased almost 50 per cent.

While this method is not intended to determine the full value of an advertising campaign, excluding as it does all factors that can not be figured from actual information, excluding the wide effect of general publicity in regard to the stability and good will of the business, and all the intangible factors which are of such importance, it at the same time has the advantage of showing in what particular portion of the campaign the greatest weaknesses lie and of opening the way to investigation which will enable the advertising manager to secure more value for each dollar spent than is possible otherwise.

When it is considered that of each \$100 which is spent on an advertising campaign only 50 cents is actually productive of sales, the possibilities in the way of increasing the efficiency by further investigation become almost unlimited.

Following is a form which the writer used in collecting the data which has been the result of his investigations so far as they have been carried, and this article has been written with the object of presenting what has probably been worked out to some extent by a number of advertising men, with the hope that discussion will give us further information.

#### STATEMENT OF RETURNS PAVING AND ROADS DIVISION SIX MONTHS ENDING 191..

##### CHARACTER OF RETURN:

Coupons  
Letters  
Post Cards

Why we changed from  
"standard" to "flat" form

# The New Size Metropolitan

gives

- (a) position alongside pure reading
  - (b) position on page that lies flat
  - (c) position on page with trimmed edges
- 
- (d) prints your "copy" on better paper
  - (e) prints your "copy" with superior press work
  - (f) prints your "copy" in a finer magazine throughout  
(improved artistically and editorially)
- 
- (g) sells you space at a fair rate
  - (h) sells you space on a NET PAID circulation basis
  - (i) sells you space with a guarantee of circulation
- Could we be fairer, more just to you, or safeguard your advertising expenditure in a more businesslike manner?

## THE Metropolitan Magazine Co.

O. H. Carrington, Adv. Mgr.  
286 Fifth Avenue, New York

Nelson J. Peabody, Western Representative,  
Chicago—14 W. Washington St.  
Tilton S. Bell, New England Representative,  
Boston—6 Beacon Street.

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First forms close 18th of second month preceding.  
Last forms close 28th of second month preceding.

Return Post Cards  
Through Offices  
CHARACTER OF INQUIRIES:  
City and Civil Engineers  
State Engineers  
Contractors  
Road and Street Commissioners  
Students  
Miscellaneous

#### STATEMENT OF EFFICIENCY

Total Circulation, per issue.....  
Circulation of interest, per issue.....  
Number of issues..... Cost \$.....  
Cost per issue.....  
Cost per person of interest.....  
Total number of inquiries received.....  
Total number of inquiries per issue.....  
Per cent inquiries to circulation.....  
Cost per inquiry.....  
Amount of material asked for.....  
Amount per inquiry.....  
Cost per unit of material.....  
Percentage cost per unit.....  
Net efficiency per unit of material.....

#### WHY THE THINLY CLAD GENTLEMEN?

WESTERN NEWSPAPER UNION.  
NEW YORK, Oct. 26, 1911.

Editor of PRINTERS' INK:

I wish some time that I could profit by a lucid dissertation from some of the bright ones whose articles help make PRINTERS' INK interesting, attractive and instructive, on the subject of that most persistently run "Glastonbury" ad, as a means of learning *how* it came to be so marvelously made, *who* made it, and *why*, *what* it means, and how did the thinly clad gentlemen get there, and *why* should they gather at the river and stand in inspiring attitudes upon an unthinkable arch bridge or culvert, over a stream that rushes on from nowhere into nothing. I have gazed long and earnestly at these gentlemen in this pastoral scene, in their underclothes and bare feet on the cold stones, and wondered just what was the advertiser's idea in the production of so remarkably uncomfortable a placard. Can any of your readers point out a reasonable excuse for that kind of publicity?

W. W. HALLOCK.

#### DOING IT FOR HIS FRIENDS' SAKE

INTERNATIONAL MOTOR COMPANY  
NEW YORK, Oct. 26, 1911.

Editor of PRINTERS' INK:

Will you kindly instruct your circulation department to send me at the above address eight copies of this week's issue of PRINTERS' INK and to bill me for same.

I wish to send this issue to several friends who should be subscribers to what should be every advertising man's bible—PRINTERS' INK.

R. W. HUTCHINSON, JR.,  
Advertising and Publicity Manager.

#### "SCHEDULE K" AD VIOLATES MASSACHUSETTS STATUTE

The recent advertisement of the American Woolen Company, published in *The Outlook* and certain newspapers under the title "A Tariff for—What?" has come into conflict with Massachusetts statutes, according to Governor Foss. The Governor refers to a law passed in 1908 which makes it an offense for any corporation to make contributions to aid or prevent the nomination or election of any person to public office, or to aid or antagonize the interests of any party. In a communication addressed to the District Attorney of Suffolk County, Governor Foss demands the presentment of the evidence before the Grand Jury, looking toward the indictment of the editors and publishers of *The Outlook* and the *Boston Herald* and the officers of the American Woolen Company.

Another Massachusetts statute is also quoted, which prohibits the publishing of unsigned political advertisements. The advertisement in question was signed simply by George B. Spencer, but was admittedly inspired and paid for by the American Woolen Company, and was directly of a political character.

#### CIRCULARS WERE LIBELOUS

Adolph Keitel, a New York broker, was sentenced to six months in the penitentiary October 30 in the Supreme Court. Keitel was recently convicted of spreading broadcast circulars attacking the financial standing of the American Maltng Company and causing libelous statements to be made. Keitel admitted sending out thousands of these circulars and said that he spent about \$2,500 a month for the printing of them.

#### MEIER WITH FIRESTONE

Charles Meier, late of the New Werner Company, has been appointed advertising business manager of the Firestone Tire and Rubber Company, of Akron, O.

Arthur H. Patterson has been appointed Western representative of *Arts and Decoration*, with offices in Chicago, and Edward W. Bacon has become associated with the New York office.

# Get in touch with Live Farmers—

The farmers who farm with brains—who are responsible for the present agricultural prosperity.

The progressive farmer sees to it that his home life is surrounded with all the modern advantages—upholds the efforts of the entire family to make the home life attractive by supplying money to buy the multitude of necessities and many luxuries obtainable for comfort and pleasure.

## The Farm World reaches the better class of farmers

In every locality throughout the United States the better class of farmers read this great national farm paper.

Accompany *The Farm World* to these homes and receive a share of the cash business coming monthly from more than 200,000 families of the most progressive farmers.

December Advertising Forms close November 20.

### THE FARM WORLD

30 N. DEARBORN STREET

CHICAGO

Eastern Advertising Office: Flatiron Bldg., New York

## THE BEGINNINGS OF THE N. C. R.

HOW THE MACHINE AND THE ORGANIZATION CAME TO BE—THE ADVENTURE OF THE COUNTRY GROCERMAN AND THE CROOKED CLERK—ALL THIS WOVEN INTO FACTORY LECTURE—COLORED MOTION PICTURES OF N. C. R. PLANT TO ILLUSTRATE TALKS OF LECTURERS

*By E. D. Gibbs,*

For over ten years Advertising Director and Trainer of Salesmen for the National Cash Register Company

The N. C. R. Factory Lecture does one thing that few visitors ever think of when they listen to it. It satisfies their curiosity upon many points connected with the business and answers questions that are on the tips of all visitors' tongues. One of the chief items of interest to all who inspect the Cash Register plant is the explanation of how the business started—they all want to know who invented the original Cash Register and how that machine and the business was developed. This explanation is as follows.

In the fore part of the '80's John and Frank Patterson kept a general store at a small town in Ohio called Coalton. They did a good business but made no money. Although they did everything they could to remedy this by installing better systems and giving the utmost attention to customers, the business always showed a deficit at the end of the year. There was an excellent profit on the goods they sold, and they sold plenty of goods—yet they lost money.

J. H. Patterson then determined to watch the transactions more closely to see if he could discover any leaks. He found a big one. One day when a customer came in the clerks were all busy, so Mr. Patterson stepped forward to wait on the man. The customer held back and said: "I'm in no hurry; I'll wait for So-and-So"—naming a certain

clerk. This happened a number of times that day, so Mr. Patterson thought he would see why it was that customers waited for that particular salesman.

When one man was through with his purchases Mr. Patterson waited until he started out of the door with a heavily laden basket, stopped him and said: "Excuse me, I think some mistake has been made in your purchase," and he grabbed hold of the basket. The customer protested and said: "No, indeed, there is nothing wrong," and he struggled to retain hold of the basket. Mr. Patterson persisted, however—politely but most firmly—and the result was the basket was overturned. Then Mr. Patterson began checking the contents. He found about three times as much in the basket as the man had been charged for.

The secret was out and the leak discovered. The clerk who was so very popular had an arrangement with certain customers by which they were charged for only a part of their purchases and they divided with him the amount they saved. It was found that this clerk had been doing this for a long period.

A short time after this Mr. Patterson heard of a machine called a Cash Register that was made in his own town of Dayton, Ohio. It was claimed that this device would act as a mechanical check on all sales. He ordered two by telegraph without asking the price. They came and he installed them. After they had been in use for a while the Patterson Bros. noticed that the receipts invariably balanced to a penny with the amount recorded by the machines. Never an error of any kind.

That struck them as strange; so they spoke to the manager about it and he said: "Why, of course they balance." Asked for an explanation, he stated that the way he operated them was as follows. He waited until the close of the day's business; then after he had counted up the day's receipts, he registered various amounts on the machines until



# October Gains *of the* Boston Herald

**Advertising**

(Display, in Columns)

**From 528.36  
to . . 857.50**

**63 Per Ct**

**Circulation**

(In One Year)

**From 50,000  
To 100,000**

**100 Per Ct**

***More Than Twice the High Class Circulation  
of Any Other Boston Newspaper***

This advertising gain over October, 1910, is all the stronger when contrasted with the following October records of other Boston papers having both daily and Sunday editions:

**The second gained .  $5\frac{3}{10}$  Per Cent**

**The third gained . .  $2\frac{3}{10}$  Per Cent**

**The fourth gained .  $\frac{1}{4}$  of 1 Per Cent**

**The fifth lost . . .  $52\frac{1}{2}$  Per Cent**

Advertisers who want something more than empty circulation and meagrely distributed quality will find their requirements met by The

**BOSTON HERALD**

they agreed with the total of the day's receipts.

There was a nice job waiting the next day for a less scientific manager.

From this time forward the machines were correctly operated and the end of that year showed a profit of many thousands of dollars.

"If that machine is a good thing for our little store at Coalton, Ohio, it would be a good thing for every retail merchant in the world," was the conclusion arrived at by J. H. Patterson. So he went to Dayton, interviewed the company making the registers, and he and his brother Frank bought out the concern.

#### LAUNCHING THE N. C. R.

Then their troubles began. While the machines would do for any storekeeper just what they had done for the Patterson brothers, the difficulty was to sell them and make them stick after they had been sold.

You see, the popular idea of a Cash Register in those early days was that it was a thief-catcher, and clerks resented its introduction into a store in which they were employed. Agents were hard to get—money was harder to secure. There were many manufacturing difficulties. One of these came near breaking up the concern.

The English agent had ordered 100 machines and they had been shipped. The company at Dayton depended upon the money that the agent was to pay for these registers to tide them over their financial difficulties. Word came by cable that all of the machines were defective and that they must be shipped back to Dayton—and back they came. This pretty nearly killed the officials of the N. C. R. They scurried around for money and simply forced the banks to help them out.

Finally, after years of the hardest kind of work, with discouragement after discouragement, with poor workmanship, bad management on the part of em-

ployees and many financial difficulties, the turn came. The National Cash Register properly made, with many improvements suggested by storekeepers themselves, was accepted at its true value and the business grew and grew until we find the immense factory of to-day and a product which goes to every civilized country of the world.

#### THE BIRTH OF THE CASH REGISTER

The first Cash Register was invented by a man named John Ritty, of Dayton, Ohio, and its invention came about in a peculiar way. Ritty had gone to Europe and on his voyage home went down into the engine-room of the steamship. While there he watched a dial on which a small hand or pointer showed the speed at which the shaft was revolving.

"Why could not a machine be invented," thought Ritty, "that would make a mechanical record of every sale that took place in a retail store?"

Upon his return he experimented and produced the first crude machine. Upon such a small thing as a ship's indicator hung the \$20,000,000 business of the present day.

I have told more of the origin of the business than the lecturer tells visitors. The part relating to the clerk who gave customers more goods than they paid for is a part of Mr. Patterson's own personal talk to his agents, but it is too good a story to be omitted in these reminiscences and descriptions.

And now the lecturer takes up the subject of landscape gardening. He shows the visitors what the people of Dayton have done to beautify the outside of their homes and surroundings. He shows how easy it is to change an unsightly building or fence into a beautiful object at little expense and scarcely any trouble.

#### PROMOTING CIVIC SPIRIT

Some exquisitely colored lantern slides of flowers appear on the screens and printed notices urge the people to take these sim-

(Continued on page 17)

*The  
Youth's  
Companion  
Subscription  
Price  
Advanced*



→ On and after January 1, 1912, the subscription price of the Youth's Companion will be \$2.00 a year.

→ For forty years the subscription price has remained at \$1.75. In this period there has been a great advance in the size and scope of the paper.

→ For a number of years the cost of manufacturing and distributing the paper has continued steadily to advance. Notwithstanding this, it is the wish and intention of the publishers to put out a still more attractive and acceptable paper for the family.

## **Basis for the Future**

1. To create a still larger demand for a clean, up-to-date, entertaining family paper.
2. To fill this demand—even better than in the past.

PERRY MASON COMPANY, Publishers, BOSTON, MASS.

New York Office:  
910 Flatiron Building

Chicago Office:  
122 South Michigan Boulevard

# National and Local

THE Associated Sunday Magazines combine *national* and *local effectiveness*—they bring your publicity home to the dealer and into the homes of the consumer in more than thirteen thousand cities, towns and villages every week, reaching both dealer and consumer simultaneously and paying but one rate.

Advertising to bring business to the dealer must be done where the dealer does business.

The dealer knows the Associated Sunday Magazines, not as the Associated, but as the

## Sunday Magazine of the

Chicago Record-Herald  
St. Louis Republic  
Philadelphia Press  
Pittsburgh Post  
New York Tribune  
Boston Post

Washington Star  
Minneapolis Journal  
Rocky Mountain News  
Buffalo Courier  
Detroit News Tribune  
Baltimore Sun

1 MADISON AVENUE, NEW YORK

# Real Effectiveness

com-  
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HE can appreciate the value to him of advertising appearing in the Associated Sunday Magazines, because he can feel the influence of their circulation in his territory.

The circulation of the Associated Sunday Magazines is more than *1,300,000 copies each week.*

*82%, or more than 1,000,000 copies, are delivered weekly into the homes of the readers by mail or carrier; not stacked on the news stands, but actually delivered straight into the homes.*

*Exact circulation statement, rate card, and copies of the magazine will be mailed to any advertiser on request.*

## The Associated Sunday Magazines

issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald  
St. Louis Republic  
Philadelphia Press  
Pittsburgh Post  
New York Tribune  
Boston Post

Washington Star  
Minneapolis Journal  
Rocky Mountain News  
Buffalo Courier  
Detroit News Tribune  
Baltimore Sun

RECORD HERALD BUILDING, CHICAGO

## "Three Meals a Day"

is one of the little questions that every woman of the home must give some thought to every day—for she knows that the shortest way to health is through the stomach.

"What shall we have today?" she asks herself and finds her answer in "Three Meals a Day"—a department in Good Housekeeping Magazine conducted every month by a well-known culinary expert.

No matter what the wants of the woman of the home are—the needs of the home from cellar to garret, of her family from baby to "papa"—she finds in Good Housekeeping Magazine's editorial and advertising pages the suggestive helps and hints that set her right.

"Three Meals a Day," as a department of Good Housekeeping Magazine, is as important as the family function of three meals a day. It performs a definite service—one of the most welcome of the many services rendered over 300,000 women every month.

*Present Rate \$2.00 per Line*

# GOOD HOUSEKEEPING MAGAZINE

BOSTON

NEW YORK

CHICAGO

The Largest Class Publication in Any Field



ple lessons home with them. This part of the lecture is always greatly enjoyed.

Views are shown of those famous Boys' Gardens of the N. C. R., where the boys of the neighborhood are taught how to grow vegetables and flowers.

Then to afford a fitting climax to this remarkable show, for show it is, a series of marvelous Kinemacolor motion pictures are shown. These films, as most of the readers of **PRINTERS' INK** know, are the highest development of the art of motion-picture making. These N. C. R. films were made by the same people that made these marvelous moving pictures of the recent Coronation.

As I write this article these N. C. R. films are being exhibited hourly to crowds of visitors at the Business Show in New York City.

TO TOUR COUNTRY WITH COLORED  
MOTION PICTURES

The company is preparing a lecture in which these Kinemacolor films are to be used, to be delivered by eight trained lecturers in all parts of the country. I venture to say that this will be the most remarkable advertisement ever planned by any company in the world. Kinemacolor views are shown of scenes in and around the plant, and of the various transactions that occur between customers and clerks in various kinds of retail stores, illustrated by living models.

We witness a wonderful flight of a Wright aeroplane around and over the N. C. R. plant, and what a picture it does make! And there are others of these remarkable Kinemacolor views, secured at a cost of over \$25,000, and worth every dollar of the expense.

And now the lecturer has shown his last picture. Up go all of the curtains, the doors fly open, and we are saying goodbye to those who have made our visit to the N. C. R. plant so thoroughly enjoyable. We take with us a souvenir or two and the memory of a Model factory.

WANTED: A PRICE SCHEDULE  
FOR EXPERT AD SERVICE

CHICAGO, Oct. 28, 1911.

Editor of **PRINTERS' INK**:

What would be a fair price for a firm not yet large enough to employ a regular advertising manager, to pay an advertising expert for writing advertisements (at his own office) and sending them by mail? Also should he be willing to send such matter on approval? There seems to be a wide range of prices for such work, but I am referring to expert work only.

Also is it customary to pay for such work by the piece or otherwise?

M. E. S.

[EDITORIAL NOTE:—Here is a chance for the "Committee on Advertising Standardization." **PRINTER'S INK** has seen work of the advertising expert which would be cheap at a dollar a word, and it has seen some which would be dear at any price. We have seen form letters at three-for-a-dollar, and some at a ten-spot apiece. Some experts take complete charge for so much a week, others charge a fixed percentage of the cost of the space or the printing bill, and still others work strictly by the piece. Probably the ability of the advertising expert is as stable a quantity as that of the doctor, yet the latter is pretty generally content with a two-dollar-per-visit fee, whether he kills or cures. Maybe it is not too much to hope for a like standardization of prices for advertising service.]

Of course the real specialist is counted out. He gets his own price, and is usually worth it.]

SQUEEZED DRY

SYRACUSE, N. Y., Oct. 12, 1911.

Editor of **PRINTERS' INK**:

Isn't it about time to lay on the shelf that quotation from Emerson about books, sermons and mousetraps? It was a very good old warhorse in its day, and has probably done duty for inspiration in more advertisements than any other combination of words ever written, but I depose that it has outlived its usefulness. Here's the latest: "If a man build a better account register or preach a better sermon than his neighbor, even though he build his house in the woods, the world will find him out and wear a beaten path to his door."

I will be one of fifty advertising men to found a Home for Superannuated Phrases, and I move that this one be unanimously elected to membership forthwith. Otherwise it will probably go on being misquoted to the end of time.

HERBERT MCCRYNOLDS.

## HOW MINIATURE THEATRE TELLS VICTOR STORY

EXPERIMENT OF WINDOW DISPLAY DEPARTMENT HAS DEVELOPED INTO CENTRAL IDEA OF LECTURE SERVICE FOR DEALERS, AND HAS PROVED OF STRIKING BENEFIT—VICTOR WINDOW DISPLAY NOVELTIES

It was a stroke almost of advertising genius on the part of the Victor Talking Machine Company that linked up the company's lecture tour and its window department, and provided the "Victor Miniature Theatre."

It was the thing toward which the company had been feeling its way for a long time to provide "atmosphere" for the music and the instruments. Everything that could be done by language was done through advertising, printed matter, window signs and the spoken word.

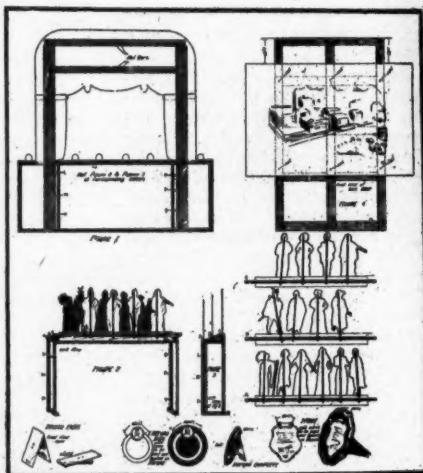
For a long time now the company has had a lecturer in the field, touring the country and supplementing Victor Victrola recitals with interesting descriptions of the music, the operas from which some of it is taken, the singers and the Victor service. It has been worth while to do this educational work in a painstaking way.

At the same time, the Victor window display department has developed, within the past two or three years, from an experiment to a powerful publicity device. It has effectively educated Victor dealers to utilize the pulling power of their windows to the utmost, so much so that they are glad to pay for the ready-made displays of the company, where dealers in other lines have to be egged on and sometimes bribed in order to make them take advan-

tage of the manufacturer's offer.

The most attractive and expensive records of the Victor machine naturally are the records reproducing the voices of the operatic stars—Caruso, Farrar, and the rest. The Victor advertising has always made much of the fact that one could transfer the opera to one's home—could shut one's eyes and with the strains of "I Pagliacci" or "Madama Butterfly" pouring in one's ears could almost see as well as hear again the progress of the piece, and thus enjoy the double illusion.

The very argument, however, suggested a sense of lack. It offered a substitute which, however satisfactory, was still a substitute. Nor could this be overcome so long as operatic pieces were advertised. The gap could not be bridged, but it could be narrowed, and this is what the



PAINTSTAKING DETAILS GIVEN IN CIRCULAR TO ACCOMPANY "NO. 25"

miniature theatre has done. It has brought home the atmosphere of the opera as nothing else but the opera itself could do before.

The Miniature Theatre looks from the outside like a glorified "Punch and Judy" outfit. The

stage itself is about four feet from the ground and is about as large as the top of the ordinary flat-top desk, with the proscenium arch to correspond. It can be seen comfortably by 200 or more persons at once. Its feature is the presentation of scenes from the different operas, not by puppets or paper dolls, as might be imagined, but by a very pretty optical illusion, obtained through the manipulation of a somewhat intricate system of lighting.

At the beginning, a Victrola is seen occupying the miniature stage. Then as an operatic selection is being rendered on one of the instruments, the Victrola gradually fades and out of it appears a scene from the opera—Caruso as *Canio* singing "Vesti la Giubba," from "I Pagliacci"; Geraldine Farrar in "Butterfly," or with Scotti in the "Tales from



VICTOR MINIATURE THEATRE SHOWING CARUSO IN "I PAGLIACCI"

Hoffman," singing the "Barcarolle" against a background of a moonlit Venetian canal.

The Theatre has been a great success wherever it has gone. It has brought people to the lectures. It has been made the basis of unusual local advertising. It has stimulated the distribution of advertising literature.

In the larger cities the devotees of opera were interested to see how closely the Miniature Theatre came to the real thing. It effected a big hit in New York at Wanamaker's, where it was shown in the auditorium with a big display of Victrolas for a week or more and was adver-

## Over the Counter

THE LADIES' WORLD is concerned with the woman who buys directly from her grocer, her druggist, her dry-goods dealer.

This explains why the retail dealer has so many customers among THE LADIES' WORLD readers in every locality.

THE LADIES' WORLD is a creator of Over-the-Counter Demand.

This has been our policy for twenty-five years—to bring the home-buyer and the retailer together.

And for a quarter of a century our policy has been successful!

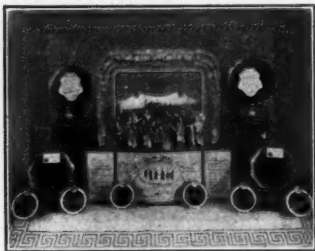
THE  
LADIES' WORLD  
NEW YORK

tised in the newspapers, subways and street cars. So excellent a showing was made that the same performance was repeated in the Philadelphia store.

But the greatest possibilities of educational work are probably in the smaller cities where opera is rarely heard and where conditions are more hospitable to new ideas and sensations.

The Miniature Theatre is the invention of Ellis Hansen, the manager of the window display department of the Victor company. It is not the production of a moment. The conception came to him in 1907 while on a trip to Paris. At that time he secured many pictures of grand opera, and gathered data on lighting effects and stage illusions. He first worked these up for a miniature theatre which was shown to the San Francisco public during the Christmas season of 1908 in Sherman, Clay & Co.'s store, with very satisfactory results.

There were still, however, some crudities about the theatre which did not satisfy Mr. Hansen and he worked over the idea at odd moments for a year or two until he got the right execution. The mechanical features had presented few difficulties. The real prob-



"NO. 25," THE MOST SUCCESSFUL WINDOW DISPLAY VICTOR COMPANY EVER GOT OUT

lem had been to establish a close mental connection between the theatre and the goods advertised, and we have seen the ideal way in which that has worked out. It has developed into a fine type of publicity.

The miniature theatre idea has also been worked up for use as

a window display, though cardboard figures of the singers have been substituted for the lighting illusion, which could not be operated to advantage in the window. It has turned out to be the best seller the Victor company has ever had, and at \$5, too. It has gone out to practically every city in the coun-



NEWEST AND LEAST EXPENSIVE CARD FOR WINDOW DISPLAY

try and shipments have also been made to South America, Cuba, Mexico, Philippine Islands, Japan and many countries in Europe.

In New York City the dealers have played it up in an unusual way, adding interest and brilliancy by using colored lights, and in some cases lowering the awnings or window shades in order to exclude daylight and concentrate attention on the display. It was also successful in getting orders from the larger stores, like Wanamaker's and Macy's, which indeed had carried the Victor but had not used the displays.

A new idea of the Victor people is a window sign or card advertising the latest record hits. The small price charged for them has brought them within reach of every dealer. They are a combination of printing, air-brushing and hand-painting. Post cards as well as the Voice of the Victor are used to notify dealers of the cards and picture their appearance. The "Blue Danube Waltz" card is an example of this latest and successful idea.

A mechanical window display, the first of its kind, is now in preparation.

# \$4500 Worth of Business brought from a single page advertisement in

the *Orange Judd Weeklies*—that's what a prominent advertiser (name on request) reported the other day in telling of his experience with these result-producing mediums. He is very much elated over the results, naturally enough, although he regrets that he is so *simply swamped* that he is unable to fill all his orders. The returns this advertiser received led him immediately to place a renewal order with those leaders of the weekly farm press

## The ORANGE JUDD WEEKLIES

that typify the highest ideals of farm papers and are noted for their very practical work in uplifting the farmer. Their advertising value is proved by their carrying the shrewdest *general*, as well as agricultural, advertisers. They have won their place in the very front rank of profitable advertising mediums by the actual, tangible results they have brought advertisers. The best farmers read the *Orange Judd Weeklies* because of the ability with which they are edited, their clearness of vision as to the agricultural situation, their accurate crop and market reports. Our readers have implicit confidence in our papers because we guarantee our advertisers' reliability and take no medical, financial or objectionable advertising.

The *Orange Judd Weeklies* really comprise four sectional farm papers—carefully edited for the localities where they circulate—with the added advantage of being national. *Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, the New England States. 425,000 circulation, weekly, guaranteed. There is *purchasing power* in this circulation. Address nearest office for sample copies.

## Orange Judd Company

### Western Offices:

1209 Peoples Gas Bldg., Chicago, Ill.  
601 Oneida Bldg., Minneapolis, Minn.

### Headquarters:

315 FOURTH AVE.  
NEW YORK

### Eastern Office:

1-57 W. Worthington St.  
Springfield, Mass.





years the campaign has been running a large sale has been obtained for an article which was regarded by many as a drug on the market.

It should be noted, in this connection, that the appeal to mothers has not been overlooked, and dates are constantly recommended as a substitute for candy, and as a means for satisfying the children's desire for sweets without injuring digestion.

The results from a campaign like this are not to be measured by the mere increase in profits to the concern back of it. The public is being educated to the use of a neglected food product of value, and the conditions under which that product is sold are vastly improved. Looked at in this broader way, this campaign shows what advertising can do and is doing to benefit the public at large.

The following mediums are being used: *Delineator*, *Woman's Home Companion*, *Ladies' Home Journal*, *Good Housekeeping*, *Saturday Evening Post*, *Ladies' World*, *Vogue*, *Modern Priscilla*, *Outlook*, *Christian Herald*, *Literary Digest* and *Associated Sunday Magazines*.

#### RICHARDSON'S AGRICULTURAL ANNUAL

The fifth edition of "Richardson's Annual on Agricultural America," published by Wallace C. Richardson, Inc., is out in attractive and convenient form.

Some of the topics treated are: Agricultural Statistics including, by states, the agricultural population, number of farm owners, number of tenant farmers, total number of towns, area devoted to farming and average acreage; Canadian farms; the farmer's wife; number of dealers in various lines by states, while upon the last page is a government map showing the percentage of increase of population, 1900 and 1910.

To quote: "About 85,000,000 people are directly interested in farming, cultivating in the neighborhood of 847,201,280 acres of ground. We have here more than one-third of the population of the United States whose ability to buy and consequent susceptibility to any selling appeal is directly traceable to the grown products of the approximately six million farms, from the cultivation of which their purchasing ability is derived."

## Which letter do you read first?

All things being equal, you pick out the best-looking letter, don't you? It's as natural as reading the leading article in your newspaper first. You do it without thinking—instinctively.

So does your correspondent—the man you want to read *your* letter first—while his mind is open.

That is why you want your letters and envelopes to be

Old  
Hampshire  
Bond

You will see just what style and shade your business calls for in the Old Hampshire Bond Book of Specimens—which is sent on request. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond. Write for it on your present letterhead



Hampshire  
Paper Company  
South Hadley Falls  
Massachusetts

*The only paper makers in the world making bond paper exclusively.*

*Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"*

## The Six-Day Diary of a Suburban Dealer

Wherein he sets down his real estimate of certain pieces of "dealer literature" which come in his morning's mail

By GARRETT BYRNES, Druggist at Maplewood, New Jersey

(EDITORIAL NOTE:—The writer of the following article is the proprietor of a drug store at Maplewood, N. J., a well-to-do suburb of New York City. At the suggestion of PRINTERS' INK he kept a careful record day by day for a week of the flood of "dealer literature" brought in the morning's mail.

The spirit in which Mr. Byrnes worked out this diary is indicated in the letter which PRINTERS' INK wrote him, asking his co-operation. In part this letter ran as follows:

"As you glance over this dealer literature, certain thoughts pass through your mind, in appraisal of the value or lack of value of each piece. Some of the matter 'gets home,' excites your interest and secures your co-operation. Some of it falls flat. But perhaps the very manufacturer who sent you the piece of literature which failed would be the keenest to know that this is so. For he then could by reshaping his effort cut out the waste which the expense of making and mailing this matter involved."

It is with the desire to demonstrate in a concrete, narrative way the view-point of a typical dealer that this article is published. A study of it will repay any advertiser who is bidding for that great prize—dealer co-operation. If the advertiser can read between the lines, so much the better.)

We do have our thoughts about the mass of "dealer literature" that reaches us — we dealers. Occasionally we experience the reaction that results in our boosting the manufacturer's goods. Sometimes we content ourselves with merely thinking sarcastically about the schemer who fozzled so miserably when a day's investigation outside the beloved office would have set him right and have enabled him to put in our hands a pamphlet, a price-sheet or a folder that would put us "on our toes."

I'm glad to be able to get this hearing in PRINTERS' INK. I have tried to be fair and to record the actual impressions of specific pieces of matter.

There is still another consideration. We dealers aren't all waiting to toss the folder or whatnot on the well-known junk heap which fable says lies outside our back door. On the contrary, and I am speaking for many, many other dealers I know, we look to the manufacturers to furnish us ever and anon with suggestions that will help us sell more

**1c. Paid**  
 New Haven, Ct.  
 Permit No. 25

BETTER PRICES  
 NEW BUSINESS  
 BETTER PROFITS  
 SATISFIED CUSTOMERS  
 SUCCESS



**An Exclusive Agency  
 Proposition That  
 Draws Trade**

POSTMASTER: If address changes, please send Box 12, New Haven, Conn., for return postage.

"THE DEALER IS INTERESTED IN EXCLUSIVE AGENCY PROPOSITIONS"

# **Still Another Record**

During October, 1911, The Record-Herald contained 2,239 columns of advertising, surpassing the amount printed in any previous October in the history of the paper. In the ten months of 1911 advertising in The Record-Herald shows a

## **Gain of 1719 Columns**

over the corresponding months of 1910, far exceeding the gains of all the other Chicago morning newspapers combined.

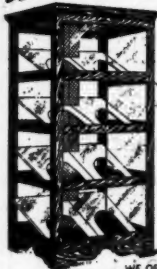
These comparisons are made from statements prepared by the Washington Press, an independent audit company.

**THE CHICAGO RECORD-HERALD**  
NEW YORK OFFICE, 710 Times Building

goods and thus to be more prosperous.

Every dealer worth while knows that out of his morning's mail he

**PREMIUM OFFER NO 510**  
**Whigley's DRIED FRUIT CASE**  
 ASSORTMENT  
**30 BOXES FOR \$400**  
 FREIGHT PREPAID



FOR THE DISPLAY OF DRIED FRUIT THIS CASE IS THE BEST. IT WILL HOLD TWO DOZENS OF THE WHIGLEY'S DRIED FRUIT CASE ASSORTMENT. LOCATED IN THE BOTTOM AND MIDDLE OF THE CASE IS THE DISPLAY OF THE CASE. IN THE MIDDLE PLACE IN EACH TRAY THE ASSORTMENT IS DISPLAYED. THE CASE IS MADE OF HEAVY BROWN PLYWOOD. THE INTERIOR CAN BE PAINTED IN ANY COLOR.

IT IS ALSO SUITABLE FOR DISPLAYING ANY OTHER DRIED FRUIT.

WHIGLEY'S DRIED FRUIT CASE ASSORTMENT. EACH CASE IS MADE OF HEAVY BROWN PLYWOOD. THE CASE IS LOCATED IN THE MIDDLE PLACE IN EACH TRAY. THE ASSORTMENT IS DISPLAYED IN THE MIDDLE PLACE IN EACH TRAY.

WHIGLEY'S DRIED FRUIT CASE ASSORTMENT. EACH CASE IS MADE OF HEAVY BROWN PLYWOOD. THE CASE IS LOCATED IN THE MIDDLE PLACE IN EACH TRAY. THE ASSORTMENT IS DISPLAYED IN THE MIDDLE PLACE IN EACH TRAY.

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WHIGLEY'S DRIED FRUIT CASE ASSORTMENT. EACH CASE IS MADE OF HEAVY BROWN PLYWOOD. THE CASE IS LOCATED IN THE MIDDLE PLACE IN EACH TRAY. THE ASSORTMENT IS DISPLAYED IN THE MIDDLE PLACE IN EACH TRAY.

WE OFFER THIS CASE **FREE** WITH 30 BOXES OF WHIGLEY'S DRIED FRUIT CASE ASSORTMENT. EACH CASE IS MADE OF HEAVY BROWN PLYWOOD. THE CASE IS LOCATED IN THE MIDDLE PLACE IN EACH TRAY. THE ASSORTMENT IS DISPLAYED IN THE MIDDLE PLACE IN EACH TRAY.

**Wm. Whigley & Co. Company**  
 CHICAGO.

WHIGLEY'S PREMIUM OFFER DOESN'T INTEREST THIS DEALER

may gain a new idea, bringing with it a little more enthusiasm, generated by the advertising man's genius. We are more than ready to put in a new article or a new line if we are given data by which we can measure its probable worth to us in dollars, cents and our customers' good will.

**FIRST DAY**

I.—A neat little condensed letter from the Rat Biscuit Company, bulking small in the center of a large white sheet with no superfluous words, no ink wasted telling me of the superiority of their goods. What is said is everything I want to know. An inclosed post-card is a blank order for one dozen, one free and a window display.

Having a small suburban business I calculate a dozen is a fair order for me. My windows, not fronting on Broadway, I can occasionally let them to the manufacturer at cut rates. The manufacturer gets five feet of window space for a week and I get a package of goods worth ten cents. We retailers will do these things better some day and charge

"union" rates for good window space.

The letter was so short I could not help reading it. That caught me.

Time: half minute to read letter, half minute to read card, ten cents profit and perhaps a little more business.

II.—A post-card (I always read post-cards) stating that Dr. Doan's Directory of the United States will soon instruct the people that they need kidney medicine and the retailer is requested to stock up in time for the rush.

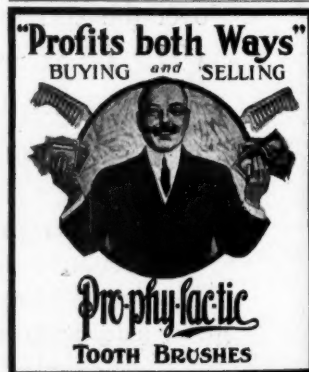
If I could approve this class of goods as being of benefit to my patrons I would like the advance notice that direct advertising was to be done, and would at least be on the lookout for increased demand. One minute wasted.

III.—Another post-card from a fountain pen company asking me to write them for their proposition. Why not send the proposition first time? No, I won't write them. Time wasted, half minute.

IV.—The "Certificate" from the Florence Manufacturing Com-



No. 1. Published by Florence Manufacturing Company, Florence, Mass. U. S. A. 1911



THIS SORT OF THING CATCHES THE DEALER'S EYE

pany is a very clever little sheet in colors, six good jokes and as many funny pictures, many paragraphs on the superiority of the

goods and reasons for the dealer selling them. About five lines of real meat: *"Always buy in dozen packages; always redeem certificates; three certificates exchanged for five brushes; six certificates exchanged for ten brushes."*

This is all I want to know about it.

Ten minutes to read, three minutes to sort the wheat from the chaff, one minute to think it over. Fourteen minutes wasted.

V.—*"Another Vaseline Preparation"* is the headline on a single sheet from the Chesebrough Company, accompanied by a cut of the package.

*"White Vaseline and Quinine."* Why, yes, I'll need that. Why wasn't it made years ago?

VI.—Colgate's goods are all right and the profit they allow and maintain is fair. Fair treatment from a manufacturer makes their announcements worth reading. I read them.

SUMMARY: Twenty minutes gone in one morning reading ads.

Five minutes profitably spent and fifteen minutes and much ink wasted.

#### SECOND DAY

I.—Samples of cigar pockets, in which to inclose cigars when selling them, from the Racine Paper Goods Company. These made a bulky package that indicated a waste of time. One glance, however, showed my name and address neatly printed on each pocket. This was interesting and worth looking into.

The quality was good. The price, terms, transportation cost to me, and all particulars I would need or care to know were concisely stated in the letter accompanying samples. I was in doubt about nothing and needed to ask them no questions. The letter told it all and there could be no ground for misunderstandings.

Attached to the letter were twenty-four styles of printing to select from, and an order blank. Had my name not been printed on the pockets I would probably

## The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

have given the proposition little attention. I decided to order a quantity as soon as I could use them.

Five minutes for the above.

II.—"An Exclusive Agency Proposition That Draws Trade" and a hand pointing to 1, More Business; 2, Better Prices; 3, Better Profits; 4, Satisfied Customers; 5, Success, would have insured my looking inside the folder sent out by the Seamless Rubber Company even though I had not already taken the agency for their goods. *The exclusive sale of a profitable article of real merit should be sought for by any retailer, and he will read a reason-*

Ask Your Jobber for this Assortment



1-3 Gross Special Assortment "A" }  
**Propyl-Lac** TOOTH BRUSHES Price, \$12.00  
 1-12 Doz. "Kantleek" Hair Brush (Gelling Tubes, 10 each) }  
 2-6 Doz. Propyl-Lac-Tooth Brushes } FREE  
 (Gelling Tubes, 10 each to \$12.00)

Make-up of the Assortment:

ADULTS	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
1	10 1/2 in. Right Handle (P. R.)	10 1/2 in. Left Handle (P. R.)	10 1/2 in. Right Handle (P. R.)	10 1/2 in. Left Handle (P. R.)
2	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
3	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
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5	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
6	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
7	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
8	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
9	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
10	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
11	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
12	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
13	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
14	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
15	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
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17	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
18	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
19	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
20	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
21	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
22	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
23	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
24	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
25	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
26	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
27	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
28	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
29	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
30	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
31	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
32	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
33	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
34	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
35	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
36	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
37	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
38	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
39	10 1/2 in. Right Handle	10 1/2 in. Left Handle	10 1/2 in. Right Handle	10 1/2 in. Left Handle
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Profit on Assortment "A" 66 to 110%

SENSIBLY ARRANGED PRICE LISTS ARE READ CAREFULLY

able amount of advertising matter in regard to it.

According to the folder, "One druggist discovered that his business was largely built up as a result of selling goods no other druggist in town could handle." "Kantleek goods guaranteed for two years." This should be an inducement capable of satisfying anyone and as long as the quality and guaranty hold and the prices are maintained I am willing to give time and attention to this or any other good thing. Five proofs of ads in many publications notify the agent to get ready for business and the non-agent

that he is losing a good thing.

III.—Belle Mead Sweets' Christmas notice. A single sheet neatly printed asking for the placing of Christmas order by November 20 and promising only fresh and not stored goods. It warns the retailer against placing his order extra early and getting stored goods. This is a notice to Belle Mead agents only.

Coming as it does from a house whose goods have always been satisfactory and whose treatment of the retailer could not be better, I am glad to read it and accept its statements at face value.

The value of advertising matter is increased many fold when backed up by honest treatment from the house sending it.

Five minutes for the Belle Mead notice and ten minutes for the Kantleek ad, and I feel more than ever like pushing those goods.

SUMMARY: Twenty minutes this day with good matter and about one to dispose of several patent medicine ads that are not worth mentioning.

### THIRD DAY

I.—A package of samples of an asthma cure together with a letter and a 10 x 15 sign. One minute is wasted in looking it over and no time at all in throwing it away. I have neither the time or the desire to foist upon my patrons countless new "patents," either with or without samples, unless demanded by them.

II.—Sample sheets of very neat embossing done by a clever little device sold by Roovers Bros., Brooklyn. This is interesting but the twice fifty-seven styles make it hardly possible for a small retail drug business to handle them with any satisfaction. In selling from the list there would be a distinct loss, as on one twenty-five cent embosser there would be a margin of seven cents to pay for selling, writing order, stationery, stamp and delivering. This might be satisfactory to the stationer but not to the druggist. Time, ten minutes.

### FOURTH DAY

I.—A letter from a music publisher with sheet containing bars of popular songs. Selling sheet





music does not appeal to me at this time and I doubt if the average retail druggist can do it profitably if all of the time required for it is considered. One minute.

II.—A letter from a house selling dyes, offering several kinds of advertising matter either with or without an order. This reminds me that I have some of their goods not moving very well. I will write for ad matter and perhaps both the manufacturer and myself will profit by it. Three minutes for this.

#### FIFTH DAY

I.—A letter size printed sheet from the Gillette Sales Company, stating amount of advertising being done by them and proof of ad to appear in twenty-eight different publications.

This tremendous advertising of an already established article looks like business. As the Gillette Company *protects the price*, we will do our part. Five minutes.

II.—A twenty-four inch sheet with ten halftone reproductions of as many different window displays made by means of the "Oaken-Wood Window Fixture" plans. These are very interesting and enable one to make an excellent window display in a very short time. A money-maker and time-saver combined. I need that.

#### SIXTH DAY

I.—The "Yellow Label," a new and presumably periodical publication, by E. E. Dickinson Company, with cuts of their offices and distillery, labors through four letter-size pages to tell the retailer of the superiority of their goods. As I am satisfied of this, after having sold the goods for many years, I do not wish to spend fifteen minutes reading about it.

II.—Gaudily-colored ads showing premiums offered by the William Wrigley Company for quantity orders. A half hour at least to read. The increased price asked to obtain the premiums would more than pay for them. I will buy my gum and furniture of their respective dealers.

III.—A cut of a new style nursing bottle on the envelope contain-

*Seth Brown says "from a buying view-point mankind is ninety per cent feminine."*

He was proving that purchases, especially of things to eat, to wear and to otherwise add to the comforts of life, were either directed or largely influenced by the women folks.

The publication reaching the home and regularly read by the whole family, as in the case of the Utica

## SATURDAY GLOBE

is undoubtedly a good advertising medium, if the class of people it reaches is the right kind and the territory in which it circulates makes good trade conditions possible.

The SATURDAY GLOBE is a five cents a copy publication. It has been demonstrated that it reaches the most progressive and useful class of people in each of the thousands of towns in which it circulates.

It goes into nearly 140,000 homes each week, largely in the section comprising interior New York and New England and adjacent states. No combination of other papers covering this territory is possible at anything like the rate.

*Let us submit facts and figures.*

THE JOHN BUDD COMPANY  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

ing letter and prices excited my interest.

The letter gave thirteen good features of the article, together with prices and argument in favor of its use. The fact that a baby could puncture the nipple without spilling the milk seemed a good point and I decided to obtain a sample from the Dairy Nurser Department, Clarksburg, W. Va.

IV.—An envelope full of circulars, with prices, etc., of wines and liquors. Bang! We have too much close at hand without going to Ohio and Indiana for it.

V.—"Think of the other ninety-five" on the outside of an envelope containing offers, order blanks, advertisement proofs, etc., etc. Too many and too much to read. From the Paul Rieger Company, California perfumers. Is doubtless a true statement. Not five of each one hundred persons use an appreciable amount of perfume and with all the advertising done by this company I have yet to have a bona fide call for their goods.

Several children with the sample fever have written them, giving my name as a dealer. But this trade does not pay the rent.

Order blanks inclosed with advertising matter are suggestive, and also time-savers to the retailer. It is a "do it now" reminder. A letter that *looks* short is very apt to be read. The sight of a full sized letter sheet filled with print or typewriting does not look inviting when many such are received each day.

I have, in fact, mentioned only about half of the ad matter received in six days.

If the manufacturer will name the article, state its use and good qualities concisely, giving price and terms and explain method of protecting price, the average druggist can quickly decide. Long drawn out descriptions and suggestions are apt to be thrown away.

About three-quarters of the time the dealer spends on ad literature is given to worthless, or useless, matter. And yet he is benefited by a reasonable perusal of all that comes his way. In looking over

it quickly or slowly I find one's judgment upon it is practically the same. And the druggist is necessarily becoming a keener business man.

Let the manufacturer furnish a good article, and *maintain a price that allows a reasonable profit*, and accord square treatment.

#### ORDER TAKERS VS. SALESMEN

PHILADELPHIA, Oct. 30, 1911.

Editor of PRINTERS' INK:

Seeing the subject of "automobiles" taken up in this week's issue leads me to write you and register a complaint against automobile houses—or at least two—for putting on the road incompetent salesmen.

Recently I was placed where I heard the selling arguments of quite a few automobile salesmen who were endeavoring to sell an auto truck to a business man.

I am not a French student but I try to keep abreast of the times in connection with those French words which begin to become known through common usage.

One automobile salesman, addressing this prospect I speak of, referred to the chassis of his car, pronouncing it just as it is spelled.

Such a mistake as this would never be made by a salesman worth anything and to think it should be by one selling such a high-priced article as a truck struck me as being entirely inexcusable. I'll warrant N. C. R. would never have such a man long on their payroll.

Another called, entered upon his selling talk, but was interrupted by the prospect, who said he would only have use for the truck a couple of months in the spring and the same in the autumn, and that this was one of the points he had been weighing.

Here was a chance for the salesman to have clinched a point by showing the prospect the saving a motor truck would make over horse flesh by not requiring expense during the period of inactivity.

Poor Order Taker, however, agreed with the prospect that under the circumstances it was naturally a special problem, etc., but he thought the truck would prove advantageous.

Ye gods, what are salesmen like this one worth? WARREN J. CHANDLER.

#### TECHNICAL PAPER MAKES PROGRESSIVE MOVE

It is not so long ago that the general magazine discovered the fact that an absolute guarantee of circulation was a good thing. It paid to tell advertisers exactly how many copies were printed, and to take their money only on a basis of service rendered. Indications point to the fact that the trade press is discovering the same thing. The *Practical Engineer*, of Chicago, has come out with an absolute guarantee of a certain number of copies per issue, and a pro rata refund if the circulation falls below the mark.

# The Topeka State Journal

Official State Paper.

Official City Paper.

Circulation exceeding 20,000 net copies per day.

Circulation built exclusively upon merit. No premiums. No returns.

Sworn detailed exact circulation statements for every year for the last ten years, covering each day of each year, have been supplied Annually to Advertisers and Agents. Anyone failing to receive them can do so by writing the Publisher or our New York or Chicago Offices.

**THE TOPEKA STATE JOURNAL'S** circulation is state-wide and is guaranteed to be the largest in Topeka. It is a paper for the Home. No Liquor, Clairvoyant, Palmistry, or objectionable advertising is accepted.

The following is, in part, copy of the new rate card, effective January 1st, 1912:

Display—without contract, 5c per agate line (incl. full position).

10,000 lines, within one year, or fixed space contract on yearly basis, 4c. per agate line (incl. full position).

20 per cent. discount from above rates for "run of paper" position.

Classified advertising 1c. per word, per insertion.

Commission allowed to recognized advertising agents only—not to advertisers direct.

No Liquor, Clairvoyant, Palmistry or objectionable advertising accepted.

Circulation over 20,000 net paid (for the twelve months ending Dec. 31, 1910, it was 20,808 net. As soon as possible after Jan. 1, 1912, average net paid circulation statement for the full year of 1911 will be furnished).

Circulation is State-wide and is guaranteed to be the largest in Topeka.

PAUL BLOCK, Inc.  
Special Representatives.

250 Fifth Ave.,  
New York.

Steger Bldg.,  
Chicago.

**THE STATE JOURNAL** is an Evening Newspaper for the Home. It doesn't admit objectionable advertising in its columns.

It carries the Associated Press Service. Among its many features, it has the famous Mutt & Jeff Cartoons and the Goldberg Cartoons running daily. Also other Cartoons on Saturdays, including the Lena and Loie pictures in colors.

This circulation is net—is state-wide—and is guaranteed to be the largest in Topeka.

City circulation almost exclusively by carrier to stores and homes at ten cents per week. Street sales two cents, mainly confined to transients visiting city.

Subscription price by mail, \$3.60 per year.

Trial subscription order for 100 days by mail, \$1.00. The largest local advertisers pay a minimum of 3c. net per agate line without any discounts whatsoever for "requested" position.

**THE STATE JOURNAL** carries considerably more advertising six days a week than its nearest contemporary. The records have shown that during the busy months **THE STATE JOURNAL** carried considerably more advertising from the big department stores of Topeka six days a week than did its nearest contemporary, publishing seven days a week.

# New York American

## GAINED In Total Advertising !

*In October 1911, Compared with  
October 1910*

*While the World and Herald LOST*

Morning and Sunday American Gained	3,760 Lines
Morning and Sunday World LOST	36,827 Lines
Morning and Sunday Herald LOST	45,104 Lines

These figures were compiled  
by the statistical department  
of the New York Evening Post

At first sight, the GAIN of the NEW YORK AMERICAN does not appear sufficiently important to talk about—but when compared with the records of other newspapers in the same field—it is a significant GAIN.

It shows the way "the wind blows."

Advertisers are demanding QUALITY with QUANTITY circulation—and QUANTITY with QUALITY circulation.

Advertisers realize the fact that the readers of the NEW YORK AMERICAN, not only have the desire to purchase "the good things of life," but have the means to gratify their desires.

Advertisers get RESULTS in the AMERICAN.

The ONLY New York Morning and  
Sunday Newspaper Combining Qual-  
ity and Quantity in Circulation

## RETURNS—THE ACID TEST OF THEORIES

ANALYSIS FROM ADVERTISING OF  
THE INTERNATIONAL CORRESPONDENCE  
SCHOOLS — CUMULATIVE  
RESULTS DEPEND UPON COMMODITY  
—EXTRACT FROM ADDRESS BEFORE  
ADVERTISING MEN'S LEAGUE OF  
NEW YORK, NOVEMBER 2

By S. Roland Hall,

Of the International Correspondence  
Schools.

The International Correspondence Schools have aimed at three great classes of people: men working at certain trades, occupations and professions but who lack the technical knowledge necessary to advance to good positions in their chosen fields; misfits, or men in uncongenial work, who, like the others that I have mentioned, cannot give up work to go to school but who are ready to consider any practical method of preparing for a different kind of work; and young people who lack special preparation for wage-earning work.

You will concede that this is a big field, a field that we have hardly more than scratched, when you stop to think that on the American continent there are between one and two millions of people each year who reach the age of twenty-one, not counting those at nineteen, twenty, twenty-two, twenty-three and so on, nor any of the foreigners who come to our shores, and the figures show that less than five per cent of this great army is reached by vocational resident schools.

We call our advertising inspirational advertising. We do not advertise that we have courses of study for sale. Study is not attractive to many men. We appeal to the imagination. We strike home with homely, common-sense appeals; we use strong headlines and illustrations: "On which side of the desk are you?" "The trained man wins," "Send for Murphy—he knows."

And here I will tell you a little secret. We find the fiction magazines our best-paying mediums

and we believe it is because they are read by people with imaginations, who can see things not as they are but as they might be, who are dreamers, as you might say. We go to work deliberately to strike a responsive chord, to arouse a motive to rise to better things, to create a vision within a man's mind.

And I think that is the great thing. I care not what a man's motive so long as it rouses him to better things. It may be that he is stirred by the success of a fellow-employee. It may be because he is in love and wants to be able to support a wife. Whenever I get a chance I ask a student what his motive was in enrolling with us. Not long ago a young man told me that he got his motive in accidentally learning that the girl he was in love with earned six dollars a week more than he was earning; he was ashamed of himself and resolved that he would be a bigger man.

We have been accused, you know, of commercializing education, of canning it and putting it out as if it were so much baked beans. We are rather proud of the fact that we are a combination commercial and educational institution, that we produce the goods needed to fill certain demands, that we go out into the highways and hedges and compel men to see the value of it. No less a man than the late great educator, Dr. Harper of Chicago University, said that if a man were moved by no motive other than that of better bread and butter, by all means give him that motive in order to induce him to improve his brain.

I do not think that the greatest value to a man who completes a course of home study lies in the actual information he has received, the technique that is imparted. I think this: that a man who enrolls for a \$100 course gets a hundred dollars' worth of information, of facts and principles, but even greater than this is the new character that he has built up. He has acquired the study habit, the habit of thoroughness, of self-sacrifice, of con-

fidence. He is a new man with a new vision.

And so I say our job is largely that of inspiring men, of man-building. We have to keep up the work. Most of our courses, more than eighty per cent, are sold on the instalment plan, and often the discouraged student has to be inspired over and over again. Our representative often has as hard work the third or fourth time he calls as when he first enrolled the student.

There is little about our business that we keep secret. And so I am going to tell you that we depend, first of all, on the large national magazines for new business. Nothing else takes their place. Next in importance come the trade and technical papers, and during the last few years we have largely increased our results from these by specializing more in our copy. For example, if we are using a printers' magazine to advertise the advertising course, we adopt rifle-shot argument and tell just what the advertising instruction will do for a printer and we cite cases of how printers have succeeded through that instruction.

Third in importance comes what we call our monthly distribution circular—which is practically a four-page magazine advertisement in colors, into which a post card is placed. Like the National Cash Register Company, we put post cards into almost everything we send out. We distribute more than a million of these circulars every month, and aim to reach with them the people that we do not reach through the magazines.

Fourth in importance comes *Ambition*, a little inspirational magazine that we send to every student free for the first year of his studying. Many thousands of these are given away and move many non-students to write.

We use newspapers to a considerable extent, but as we use these largely to support local campaigns, we cannot check up the value of the newspaper as carefully as we do the other mediums mentioned.

You have no doubt seen our window displays, where we show attention-attracting devices, specimens of students' work, details of the advancement of local students, etc. Then we have our town concentrations, and our shop concentrations, where, with the approval of the superintendent, we make a special exhibit in a shop and sell a great many of the technical courses that appeal to the workers there.

Then there are other features of our field work, such as the so-called drag-net canvas, that have caused much comment. In using the drag-net canvas our salesman, instead of asking a student if he does not know of some one who ought to take out a course asks him who lives next to him and what he does for a living; asks if he does not know an ambitious carpenter who ought to enroll for a building and contracting course; a clerk who ought to enroll for bookkeeping, and so on—definite questions that bring results.

And, by the way, I should say here that through the co-operation of our students we get somewhere from one-third to one-half of the total amount of new business. On every piece of corrected work that goes back from the instruction department is a circular that invites him to show the work to his friends. We give him premiums for interesting his friends, and still more valuable premiums if they enroll. We go so far as to give students a little training in the getting of enrolments.

I have been asked if our advertising hasn't a great deal of cumulative effect. Perhaps I will surprise you by saying that I think the cumulative effect is small. I think that considerable of the cumulative effect idea is a delusion. No doubt we get a fair number of enrolments from people who saw our advertisements long ago, but did not act, and who were later induced to act by special circumstances, but in general, I think we fail if a man reads a single advertisement of ours and then fails to act, for

October Gains in "To-Let Ads"

**Over 7500**

Nothing Succeeds Like Circulation  
Quality and Quantity Combined

## New York American

The Progressive Advertising Medium for Wide Awake Advertisers shows following gains in "To-Let Ads" October, 1911, over October, 1910

In Business Property **845** Ads  
the American Gained

In Apartments and Flats **1650** Ads  
the American Gained

In Rooms and Board **5110** Ads  
the American Gained

Total of Gains in "To-Let Ads" **7605**

## New York American

has gained more than 50% in its Classified and Want Ads in 5 years—

**A REMARKABLE RECORD**

Growth and Gains Follow Quick Results



bear in mind, that we have a right to expect him to send in his inquiry. It is different with something like a soap, for you don't expect a man to rush out and buy a cake of soap on reading an advertisement. There, I believe in cumulative effect, or continuity of impression.

It sounds interesting to talk about the effect of advertising being like the drop of water that keeps falling until it wears away the stone, but if you believe in cumulative effect for a business like ours, please tell me why inquiries are costing us a little more all the time instead of becoming cheaper.

I have given you some opinions; now let me read you some figures. Here are the number of inquiries received from a printers' magazine from a series of advertisements that I prepared myself. I read the returns from the first month the advertisement appeared to the last: 15, 5, 13, 17, 14, 28, 11, 7, 10, 10, 5, 15, 8, 3, 20, 6, 5, 5. If the effect was cumulative, why was there not a steady increase instead of the rise and fall that this record shows?

And to show you that the returns were due more to the strength of the individual pieces of copy than to anything else I will tell you that the advertisement that produced the twenty-eight inquiries was also the one that, repeated later, produced the twenty inquiries. We have seen pretty clearly in our own experience that a good deal of the generally supposed cumulative effect is merely the effect of old advertisements, belated returns from them, I mean; the key numbers show that unmistakably.

And I am going to take another skip here and tell you that rather extensive experiments that I have carried on have convinced me that inserting the name and address on a letter printed in imitation of typewriting amounts to little or nothing. I have split lists of various kinds, filled in name and address on half of them and sent the other half without putting in the name and

address, and we got as good results from one lot as from the other.

The result is that in all my soliciting, my prospect-developing letters, now I save myself that trouble of filling in the name and address; I have gone back to the style of putting in an attention-compelling headline or opening paragraph. In ten years I think we will smile to think that we were ever so foolish as to fill in names and addresses on printed letters that most people nowadays know are printed letters.

Lately we have taken some of our own medicine and instead of putting a new salesman to work after a few days' coaching by a superintendent, we have opened a training school in each of our thirty-three district offices, and we have prepared a short correspondence course, dealing with the history and foundation of our business, its organization, how the courses are written and taught, how we find prospects, the best ways of selling courses, the best ways of collecting, etc.

The candidate for a job as field representative studies this course as any other of our students, and sends his papers in to me for criticism. We pay him two dollars a day while he is studying that course. The superintendent, in the meantime, is studying him. If he is unfavorably impressed, he lets the candidate go without giving him a territory. But if impressions are favorable, the man is given a field test, and if that is successful he finally receives an appointment.

We are spending now \$330 per man before putting the salesman into regular work, and though this is one of our new features, we have gone far enough to see that it is a wise thing and one that will become more and more important. We wonder that we ever got along in the old way.

And I will risk the prophecy that before many years every large concern employing many outside representatives will be giving its men a special course of preparation for such work.

## CLINIC FOR ADVERTISING MEN

NEW IDEA IN EDUCATIONAL WORK—  
TO MAKE ADVERTISING CLUBS IN-  
STITUTES FOR INVESTIGATION OF  
PROBLEMS OF SALES PROMOTION—  
ST. LOUIS ADVERTISING MEN'S  
LEAGUE IS FATHER OF THIS IDEA

*By Roy B. Simpson,*  
Advertising Manager, Roberts, Johnson  
& Rand Shoe Company, St. Louis.

The first clinic for advertising men was held recently by the St. Louis Advertising Men's League in the auditorium of one of the public libraries of that city. It marked a new era in the investigation of advertising problems.

The term is, of course, borrowed from medical practice. It is a well-known fact that the medical clinic has done more to cure the ills of the human body than any other form of medical investigation. When a person dies of a strange disease, the doctors cut up the body to ascertain the cause of death. They diagnose, analyze, experiment and find a cure for the disease.

The doctors are also experimenting with live animals in an endeavor to locate the causes of various diseases and find a remedy for them. This is called vivisection but it is really a clinic with animals instead of human beings for subjects.

If the medical clinic will do so much to cure the diseases of the human body it is reasonable to assume that an advertising men's clinic may accomplish as much for correcting the diseases of the great business body; therefore, the St. Louis League of Ad-men proposed this form of investigation at one of its mid-summer meetings and the clinic idea was adopted as a part of the regular educational course of the fall and winter season.

We are more concerned with the *cause of failure* of an advertising campaign than we are with the reasons why it succeeded. Many advertising and sales campaigns start under the most favorable conditions. They succeed for a while, then become sick to the

## Women Who Read

The editors  
of the  
Woman's Home  
Companion  
study to make  
a magazine  
that is most  
perfectly  
adapted to the  
needs of  
the women  
who read it.

extent that they require severe treatment to make them recover. In many cases they die and are soon forgotten. Where there is one success there are a dozen failures. If we can ascertain *why advertising fails to make good continuously*, we will eliminate much of the enormous waste of energy and money spent in this cause.

The first clinic was demonstrated by the writer who chose the vacuum cleaner industry as his subject. An ordinary address would have called for the subject of "Building a Business." In this instance five notable campaigns were dissected and analyzed. No names were used and no ads were reproduced in their entirety. The different campaigns were referred to as members of the body and the substance of each advertisement was reproduced by means of a marking brush and large sheets of manilla paper.

The genealogy of the subject was given and the birth of each member of this family was discussed. It was shown how each member was introduced to the public, the means employed to make it thrive and grow, and why it became sick and the remedy applied to effect a cure.

All of the five members grew rapidly at the start but soon became ill. One of them died and was buried and the others got very sick, but a remedy was found and all the patients are recovering. As this is an infant industry, the disease was termed *infantile paralysis*.

Forty other members born into this family died soon after they were born, therefore, they did not enter into the discussion. It was shown in the final analysis that the vacuum cleaner industry would become a giant in the world of business.

The cause for the sickness of the various members was lack of capital, inefficiency, incompetency, internal dissension, vacillating policies and bad faith with agents.

Every advertising club has among its members several business doctors who are sufficiently

experienced to produce subjects for demonstration. In conducting these demonstrations it is not necessary to give such publicity to failures as will cause embarrassment in any way. Investigations should be conducted impartially and the demonstrator should be duly respectful of the men who have been behind the various campaigns under discussion.

The clinic idea can be maintained in every discussion so as to give novelty to the plan and each clinic can be handled in such a way as to conform with the general educational plan of the National Association of Advertising Clubs.

The St. Louis League holds two educational meetings each month and at one of these meetings an advertising clinic will be held. The next clinic will be on the subject of selling goods by mail. This is considered of great importance at this time in view of the pending parcels post legislation. Several mail-order campaigns will be analyzed to show the pit-falls to be avoided by the mail-order advertiser.

The clinic idea is a good thing; push it along.

#### THE GENERAL MEDIUM AND THE SPECIAL APPEAL

DENVER, COLO., Oct. 11, 1911.

Editor of PRINTERS' INK:

What proportion of the readers of a medium must be possible buyers of your product before it is profitable to advertise in it? We had an argument about it at lunch. My opponent claims that at least fifty per cent must be possible buyers, and traces the difficulties of the Atlas Engine Works, some four years ago, to the fact that they advertised engines in the general magazines. I cited in reply the case of the Dodge Manufacturing Company using the *Saturday Evening Post* to reach one possible buyer in ten thousand subscribers.

I am not much of a hand for arbitrary figures, but it seems as though we ought to arrive at some conclusions with reference to this topic which would help the great number of manufacturers who really don't know whether to go into general mediums or not. Can you suggest a means of getting data on this point?

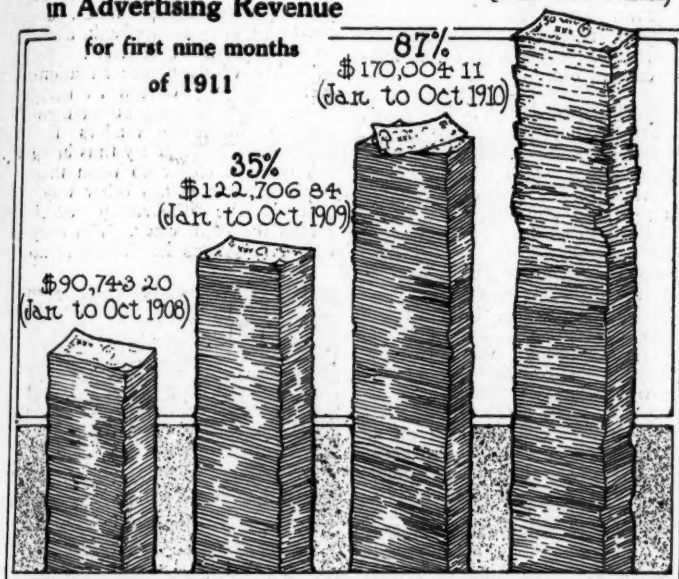
CLARENCE L. HENDRICKS.

Members of the Chicago Advertising Association gave a dinner, October 9, to Ray Woltz, president, who retires after two years' service. Under his administration the association has greatly increased its membership.

# 133% INCREASE in Advertising Revenue

for first nine months  
of 1911

193%  
\$211,602.24  
(Jan. to Oct. 1911)



This remarkable increase means only one thing: that 360 more advertisers are realizing the desirability of reaching the substantial homes in 33,859 towns, through the favorite periodical of these homes, and are also finding the Christian Herald an extraordinarily profitable medium.

H. A. Reed

## TREND TOWARD NATURAL IN CLOTHING ADS

OVERDRESSY IDEALIZATION OF MEN'S READY-MADE GARMENTS IN MAGAZINE ADVERTISING HAS ABOUT HAD ITS DAY—DEPARTURE OF MICHAELS, STERN & CO. A SUGGESTIVE ONE

Just about the time the men's clothing advertisers began to settle down to the conviction that the lines along which business must advance were pretty thoroughly determined and that all that remained to be done in the way of advertising development was largely in polishing up the handles of the big brass doors, somebody broke through the lines with a new conception.

The somebody was Michaels, Stern & Co., of Rochester, and the new conception is that of presenting the ready-made clothes they sell as they actually look on an actual person in an actual scene of every day life. This simple evolution enables the prospective buyer to form an opinion of how the clothes would look on him. It disarms the suspicion with which the other kind of picture has been filling him for lo! these many months; ever since, in fact, he learned that the science of the tailor is hard put to it to keep up with the art of the artist.

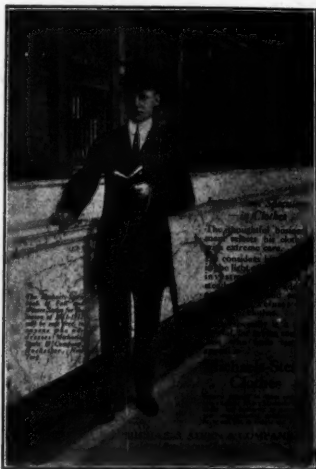
The typical clothing advertisement that has appeared in the magazines during the last few years has pictured a 1909-10-11 Gibson model of the Apollo Belvidere habited in the best example of the steel riveter's art, or so it looked. It was assumed that the prospective buyer wanted to look like a picture of creases and curves. The idea that he might object or doubt had not come over the horizon.

"The basic idea of the magazine campaign this season has been to show the clothes as they look on the average, normal men," says Harry Michaels, of the Sternberg agency. "For this purpose models of good appearance were selected and fitted with Michaels-Stern clothes in the same way that a customer would be fitted by a

clothier; that is, a number of suits were tried on until a fit was secured. Photographs were then taken of these men as they appeared engaged in the duties of the day—walking to lunch, depositing money in the bank, about to leave for a sea trip, etc.

"These commonplace situations were purposely chosen as being those in which the greatest number of magazine readers find themselves daily. They thus bring the thought closer to them than could be done in any other way."

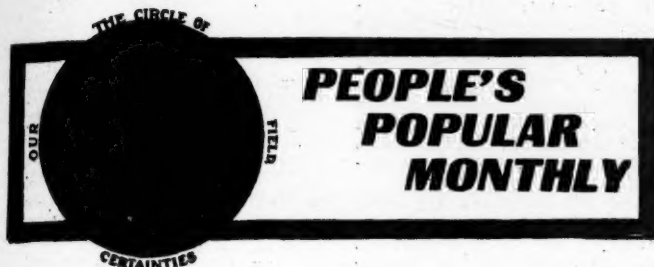
It is the illustration which makes the point clear. The copy only strengthens it. There is no



AS THE CLOTHES ACTUALLY LOOK

idealization here, no drawing on the imagination, no exaggeration. It is just good enough—not too good.

The same idea is carried into the booklets which are provided for the dealers. The company has made these a little more elaborate this year than usual. They are called special booklets de luxe, contain photogravure reproductions of the series of clothes-photographs and bear on the cover a handsomely engraved invitation for him to call on the dealer (whose name is written in



## \$10 a Minute

I'm paying that for 7 minutes to talk to you on this page.

It will be worth more than that to you if you will listen.

This is wholly true because I will tell you about a tremendous selling force that you need.

You already know that the great Middle West is the real wealth producing heart of the nation.

You haven't stopped to think that there is only one great magazine west of the Mississippi River and that it dominates this wonderful wealth building territory as no other medium.

That magazine is the People's Popular Monthly, located at Des Moines, Iowa, in the very center of this circle of certain results. It concentrates its circulation within 500 miles of Des Moines, the richest territory on earth.

Every month it goes into more than a half million buying homes. These homes have an income of more than \$600,000,000.00 a year. The average value of these homes is \$4,603.96, and the average annual income is \$1,211.29.

In eighty-two per cent of these homes, the mother at the head of the family is the subscriber. She has paid the full subscription price in advance because she wants the magazine. Ninety-seven per cent of these subscribers are accustomed to reading the advertisements and ninety-five per cent of them prefer to buy advertised goods.

This amazing market is yours if you want it. For \$2.00 a line, you can tell your story to the purse string holder in every one of these half million buying homes and in her favorite home paper.

For the rest of the story address,

CARL C. PROPER, Publisher

## People's Popular Monthly

DES MOINES, IOWA.

W. E. RHODES,  
1017 Unity Bldg.,  
Chicago.

F. M. KRUGLER,  
37 E. 28th St.,  
New York City.



the space reserved for the purpose) and see how he himself looks in the same garments. This is said, by the way, to be the first instance in which photogravures have been used in the line for the purpose. They are somewhat more expensive than halftones and this has always been a forbidding consideration.

The advertisements are being run in *Everybody's*, *McClure's*, *Munsey's* and the *Cosmopolitan*, two pages, in October and November, and four quarter-pages and one three-quarter page in the *Saturday Evening Post*. A full page was also taken in *Collier's*.



A TRUE-TO-LIFE CLOTHING AD

The purpose of the advertising is not, perhaps, directly to influence the consumer. It is doubtful if any clothing manufacturers expect this, at least of the recent type of clothing advertisements. Neither is it intended in this instance to create any new accounts. Michaels, Stern & Co. are an old house and already have, it is claimed, a wide distribution. The great value of the advertising is in giving prestige to the dealer, which he will enhance by his use of the booklets and local advertising. It performs what probably could be accomplished at the same expense in no other way.

## MISTAKEN IDEAS ABOUT SLOGANS

THE INLAND ADVERTISING AGENCY.  
CHICAGO, ILL., Oct. 16, 1911.

Editor of PRINTERS' INK:

Because you ought to know a real "catch-phrase" when you see one, because I think I know one when I hear one, and because I don't think in the recent contest held by a large electric display sign company in New York, proper time and consideration could possibly have been given to the individual slogan, from a salesmaking standpoint, I ask for your criticism of the three following:

"Arms have blazed the trail of nations" (as applied to a leading make of rifles).

"Typewriters control the cogs of commerce" (as applied to a standard machine).

"Be reasonable, eat ———'s Codfish" (as applied to a well-known brand of fish flakes).

Do you believe that in a contest where good "catch-phrases" are really sought for, entrants should be allowed to submit sketches illustrating their point?

CLIFTON F. Woods,  
Secretary and Treasurer.

Most of the good slogans which continue to do duty year after year have been a matter of evolution in the office of the advertiser or agent rather than a sudden inspiration from some outside source. A good slogan ought to be something more than a smart saying—it ought to put a finger on the vital selling point of the whole proposition and touch it in such a way as to carry conviction. An epigram may arrest attention and may amuse the reader, yet at the same time be utterly devoid of selling value. That is not a good slogan.—[Ed. PRINTERS' INK.]

## CEASES PUBLICATION

*Boston 1915*, the official organ of the Greater Boston movement, which was brought into being a little more than a year ago to act as the publicity medium of all the associated activities at Boston working for that city's social and material betterment, ceases publication with its November number. Lack of sufficient financial support is the cause. Lewis E. Palmer, formerly of the *Survey*, is its managing editor.

## RECENT INCORPORATIONS

Mechanical Advertising Company, Manhattan; manufacturing advertising machines and devices; capital, \$30,000. Incorporators: E. Callahan, Hartford, Conn.; R. Butler, A. L. Friedberg, New York City.



## A PRINTER WHO TAKES HIS OWN MEDICINE

"Who ever heard of a printing house running a half-page ad in Sunday's issue of a leading daily?" Thus queries James H. Warburton, manager of the News Printing House, at Charlotte, N. C. And the best of it is that Mr. Warburton is doing that very thing. As he puts it, he believes in taking his own medicine.

Mr. Warburton is using large space daily in the afternoon edition of the *News*, six-inch, double column in the semi-weekly edition, and a quarter page in the *Textile Manufacturer*. The style of copy may be judged from the reproduction. In addition he is using form letters, blotters and circulars.



"It may sound exaggerated," he states, "but when the campaign began business was beyond dull, for there was not enough work to keep our force busy half the time. It is now three months since we began our 'treatment,' and business is not only so good that our regular force is working overtime, but we are taking on additional help. Still, the work is piled up on us."

A printer who takes his own medicine is indeed somewhat of a rarity, as Mr. Warburton suggests,

though the species is more plentiful than was the case ten years ago. Evidently the medicine is good, even for printers, since it lifted this particular plant from "beyond dull" to "overtime."

## H.E. LESAN ADVERTISING AGENCY

We would be judged by  
all as we are judged by  
those whom we serve

General Offices  
381 Fourth Avenue  
New York

Branch Office  
Old Colony Building  
Chicago

## WHAT A WOMAN SAW FROM BEHIND THE COUNTER

HER EXPERIENCE REVEALED A CONDITION OF WHICH EVEN THE MERCHANT WAS UNAWARE—BEFORE AN ADVERTISER CAN CO-OPERATE HE MUST KNOW THE FACTS—WHEN HE CANNOT RELY EVEN UPON HIS SALESMEN'S REPORTS—RETAIL INDIGESTION A RESULT OF THEORIES

*By Myrtle Tower Snell,*

With George B. Spencer, New York.

The letter from Mr. Judson in your October 19th issue interested me. Mr. Judson's idea that advertising managers should go behind the counter in search of light on their sales and distribution problems has been acted upon, I imagine, more times than he happens to have a record of.

I don't know at all if you want to hear from a woman on this subject, but the fact remains that I have had some rather illuminating experiences along the line suggested by Mr. Judson.

For example, in my capacity as advertising counsel, I have been called upon to diagnose and prescribe for sick store departments, upon many occasions. In such cases it is a part of my plan to hang up my hat and go on the floor or behind the counter as a saleswoman in the department needing help. In this way I get at the actual facts from every view-point, including my own. I am able to suggest to the merchant what I believe to be best from actual experience in his own store.

I fully agree with Mr. Johns in his article on "The Real Functions of an Advertising Manager." "Show me an advertising manager who cannot take a sample case and go out on the road and personally sell a bill of his goods, and I will show you one who is superficial in practically everything else he does, except perhaps the question of split infinitives, or the proportion of top and side margins on a two-color mailing card."

And, by the same unflinching token, show me an advertising manager who cannot go on the floor of a store or behind the counter and sell to the consumer the goods manufactured by his house, and I will show you an advertising manager who has no business to attempt to formulate the selling policy for the merchant who buys his goods, or to suggest selling plans for him.

Such an advertising manager is not even capable of writing newspaper copy for his merchants. His efforts are at best only theories, he doesn't *know* what he knows, and his guess work makes his experiments expensive, both for his house and its customers.

If I had space I could tell you the actual vital facts brought to light through my experiences behind the counter while making these investigations.

I could tell you of the infinite possibilities which that method has revealed for the sort of co-operation that means a priceless gain to both merchant and manufacturer, and of how tremendously it eliminates friction and promotes good feeling.

I'd like to hit a few of the high spots, though, just to prove Mr. Judson's theory, and mine.

In some instances the man behind the gun, who, in large measure, controls the buying in these stores, is not familiar enough with the conditions surrounding his own business. He will often accept the judgment of the outside counsel, when the opinions of his own people would be ignored. This happens in the smaller cities where the merchant is the nominal head of all departments.

In one instance, I found this most interesting phase of the problem: A member of the firm, who has died within the past few years, had influenced and attracted to his store a large foreign trade. Since his death, the patronage of the store had been undergoing a sort of transformation. When I went on the floor, I found we were serving the wives of professional and political men—members of the best families of the town.

# What Jefferson Livingston

(Sole Owner The T. A. Snider Preserve Co.)

has to say about

## MAHIN ADVERTISING SERVICE

We have had considerable experience with the Mahin Advertising Co. and they have produced good results for us.

The best thing we can say for the Mahin Advertising Company is that we renewed our contract with them about the 30th of June last for our entire appropriation for one year from September 1st, 1911.

We did not take the subject up with any other agency.

We consider the Mahin Advertising Company the best we know of in the line of magazines, newspapers, farm papers, street cars, posters and bulletins. They are very well equipped in all of the above lines.

We believe you can get better co-operation on advertising and how to handle your sales force from Mr. John Lee Mahin than from any other man in the business.

If you work with them consistently, they will do a world of work for you.

Mr. William H. Rankin, the Vice-President, is splendidly posted on media, as he has had considerable experience in having formerly been connected with magazines, newspapers, farm papers and street car companies, and can advise you regarding such mediums from the advertising seller's as well as the buyer's viewpoint. He knows when and where to use each medium most economically for the Mahin Advertising Company's customers.

Mrs. Helen Mar Thomson has been very studious, industrious and successful with the copy for our company. Mr. Wilbur D. Nesbit is also prominently connected with the above company, besides a number of other talented people.

In fact, we believe that Mr. Mahin, Mr. Rankin, Mr. Groth, Mrs. Thomson, Mr. Nesbit, Mr. Hoefflin and Mr. Presba present a line-up in advertising that is hard to equal.

We certainly would advise any prospective advertiser, or any other advertiser, to have a thorough talk with the above parties before making new agency connections.

If there is any additional information you want that we have in our possession, we will be very glad to furnish it to you.

Yours very truly,

JEFFERSON LIVINGSTON,  
Sole Owner T. A. Snider Preserve Co.,  
Cincinnati, U. S. A.

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The Mahin Advertising Company is the only agency in the West that has had **successful** experience in **all mediums**—newspaper, magazine, farm paper, street car, bill board, painted bulletin and trade paper advertising. We maintain no advertising agency is in position to **advise against any medium** or recommend it without **successful experience** in using it.

It will pay any advertiser or prospective advertiser to consult

## MAHIN ADVERTISING COMPANY

JOHN LEE MAHIN, Pres. WM. H. RANKIN, Vice-Pres. H. A. GROTH, Secy.

842-892 American Trust Building

Telephone Central 7045

76 West Monroe Street, Chicago

The merchant was on the ground all the time, day after day and week after week, and was scarcely conscious of the change that was gradually taking place in his business. He realized dimly that the stock they used to carry didn't seem to be so readily disposed of as in other years—and he wondered why. He was trying to fit a medium and low grade stock to a high class trade, and it was distinctly a misfit.

The change was vital, both to him and his buyers, and even more vital to the manufacturers selling him his stock.

How could the manufacturer or his advertising manager know such conditions without getting directly into the fray and digging them up for himself?

True enough, the manufacturer's salesman goes to the town probably four times a year or more. But—he opens up his samples down at the Dingley House or up on the top floor of the building, and he carries away what information the proprietor and his buyers choose to give him.

If he chance to be very wide awake he'll make some observations for himself while he's waiting around for the department head to get through with one of his personal friends. But even then he's an alien, he doesn't belong.

And, on the other side of the question, when he goes back to the house, loaded to the guards with information that he swears the house has got to listen to—what happens?

The advertising manager is generally pretty busy and he asks the salesman to please put his information in writing.

By the time the salesman has floundered through the unaccustomed task of *writing* out his ideas, when his stock in trade is his winning way of *talking*—well, you can imagine the result when it reaches the advertising manager's desk. Its very brightest chance for life is to be filed away in a pigeon hole under "Suggestions from House Salesmen," to be taken up when there's nothing immediate pressing; which heav-

enly state, by the way, the ordinary advertising manager seldom arrives at this side the little door.

And yet, these small-town conditions constitute an issue which must be met and reckoned with in almost every sales-and-distribution problem.

In one instance, a brief stay on the ground of one of our merchants brought to light friction between our rather tactless salesman and the woman head of the stock.

What then? We might have wasted tons of advertising matter trying to cram our goods down the throats of that house all to no purpose. Some other method must be applied.

Again, one manufacturing concern had been working for years to induce merchants to handle its product exclusively, in that line. A few trips among the stores of the merchants, a few hours sometimes on their floor, convinced me that not one merchant in ten could make a success of a department confined to that one line. And if the department was not a success, what use could the store be to the manufacturer?

It meant simply one of two things—increasing the manufacturer's line to give it greater variety, or specializing on their present line and pushing it as "*a specialty*."

Such information as this, I consider, is necessary for the advertising manager to have as a foundation upon which to build practical plans and campaigns. And I do not believe his department will ever reach its fullest efficiency until he is in possession of just such information, gained through his own experiences.

Even his light upon the subject of his national advertising will be clearer and more searching, his appeal will be more direct, his argument more convincing, because he has faced his customers with his product in his hands.

Somehow, this direct personal contact with actual sales sweeps away all the advertising manager's fine literary illusions, pricks the bubble of his impractical theories and clears his vision. In

his plans and his copy he has reduced, or better, has *elevated*, himself to fundamentals, to first principles, to true salesmanship, which is all that advertising is or ever can be.

Let the advertising manager get out and *sell goods*, on the road and behind the counter. If it doesn't accomplish another earthly thing, he will find that it will lessen the friction between himself and the sales force, both wholesale and retail, for evermore. And his understanding of their problems, transformed from fairy tales to everyday facts, will make a mighty sight better advertising manager of him and an infinitely broader and more helpful man, both commercially and personally.

#### "WHITE LIST" TO ENDORSE MERITORIOUS MERCHANTS

A "white list" is the latest thing in Washington and has supplanted the old "black list" which business men used to dread. The "white list" originated with the National Consumers League and will contain the names of Washington merchants who are recommended by the league. Only those tradesmen and manufacturers whose stores and factories are operated along hygienic lines and without child labor will be eligible for the honor roll.

Some of the most prominent people in the social, educational and official worlds of Washington are behind the movement.

It is proposed to authorize local tradesmen on the "white list" to use an appropriate label on their goods declaring that they are made under sanitary conditions.

#### FORTUNES OF NEWSPAPERDOM IN TEXAS

The *Wichita Daily News*, Wichita Falls, Tex., suspended publication Sunday, October 8. In announcing its suspension notice was given that its advertising and subscription contracts would be carried out by the Times Publishing Company, publishers of the *Evening Times*. The latter announces the publication of a Sunday paper starting October 22.

#### TO STIMULATE BUILDING CAMPAIGN

"*The Stimulator*" is the headline of a new journal, the first number of which appeared October 28, to arouse into activity the members of the Chicago Advertising Association on the building project now being pushed by the club.



*A Dozen Reasons why the NORFOLK LEDGER-DISPATCH should be listed for the ..... advertising.*

1. The NORFOLK LEDGER-DISPATCH has an average circulation of 17,822 copies daily net paid.
2. The LEDGER-DISPATCH has the largest circulation of any Norfolk newspaper.
3. The LEDGER DISPATCH has the largest local circulation of any Norfolk newspaper.
4. The LEDGER-DISPATCH has the largest circulation outside of Norfolk of any Norfolk newspaper.
5. The LEDGER-DISPATCH is the only evening paper in Norfolk, occupying an exclusive field, whereas the morning field is evenly divided between the Landmark and the Virginian-Pilot.
6. The LEDGER-DISPATCH carries more local advertising than any other Norfolk newspaper.
7. The two largest department stores in Norfolk—Miller, Rhoads & Swartz and Watt, Rettew & Clay—use a great deal more space in the LEDGER-DISPATCH than they do in any other Norfolk newspaper.
8. The LEDGER-DISPATCH carries more foreign advertising than any other Norfolk newspaper.
9. The LEDGER-DISPATCH carries more classified advertising than any other Norfolk newspaper, and it is a general rule in every city where one paper carries the bulk of classified advertising, that that newspaper is the best advertising medium.
10. The LEDGER-DISPATCH carries more exclusive advertising accounts than any other Norfolk newspaper.
11. The LEDGER-DISPATCH has always opened up its books and records for circulation examination by the auditors of the Association of American Advertisers and N. W. Ayer & Son.
12. It is a matter of record that the LEDGER-DISPATCH has always made good on any advertising proposition that was successful in other cities.

#### THE JOHN BUDD COMPANY

*Advertising Representatives,*  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

# SELLEM SHOWS COPYCUSS THE NEW OFFICES OF THE SELLEM ADVERTISING AGENCY

HAD NOT ARRANGED ACCOMMODATIONS FOR THE MINING ENGINEER OR THE STAGE CARPENTER—COPYCUSS NARRATES MR. FLY-BY-NIGHT'S BRILLIANT RENEWAL OF THE JAYBIRD AUTOMOBILE ACCOUNT

By H. D. Kathwir.

"A man who founds a newspaper takes a chance on a life-long headache, but a man who starts an advertising agency is flirting with nervous prostration," muttered Mr. Copycuss as he followed Mr. Sellem off the elevator at the seventeenth floor of the Amalgamated Trust building.

"Here," cried Mr. Sellem enthusiastically, "are the offices I have in mind for the new Sellem Advertising Agency. You see, there are twelve elevators facing the suite to bring customers to our very door."

"Yes; and to take them away." Mr. Copycuss evidently had an extra gloom on.

"There will be private offices for the president, the secretary and the treasurer," Mr. Sellem continued blithely.

"How about the mining engineer and the stage carpenter?" queried Copycuss.

Mr. Sellem turned. "Are you in earnest? I don't understand."

"The mining engineer runs the funnels to the large advertisers; the stage carpenter builds the scenery when an advertiser comes your way." Mr. Copycuss paused a moment, then went on earnestly. "I hope you don't expect to pay for the lights with the business brought in by the Boy Scouts."

Mr. Sellem frowned. "Copycuss, why do you knock the agency business? It's honorable; clean; requires no capital; very little experience, and I flatter myself that I am peculiarly adapted to it."

"No capital! No experience!" Copycuss moaned. "Peculiarly

adapted! Sellem, do you know that fully five thousand other men have these same ideas. And you are all miles away from the truth. As a matter of fact, it requires less money and less experience to make a success of a National Bank than it does of an advertising agency."

"Nonsense," rejoined Sellem. "I'll put in barely \$5,000."

"You'll put in your heart's blood, or you'll furnish a neat job for the sheriff within two years."

Sellem placed a fatherly hand on Copycuss' shoulder. "I know an advertising manager of a department store who is going to start an agency with four accounts."

"I'd have more confidence in his success if he started with four golf balls." Copycuss backed up against the wall.

For a moment Sellem looked doubtfully at his precious new offices, but then he returned to the charge.

"You must admit it's an honorable business."

Copycuss started for the elevator before replying. But, as he reached the center of the lobby, he suddenly shrugged his shoulders as though to get rid of his ill-humor. Claspings Sellem's hand warmly, he said smilingly:

"Good-by! I must get along. I'm sorry I can't agree with all your plans. The agency business of itself is both honorable and useful. But it suffers from the same plague as the printing business. All sorts of unfit people are allowed, yes, encouraged, to get into it. And some of the competition, as a result, is about the fiercest on earth."

Struck by a sudden thought, Copycuss dropped his voice to a lower pitch. "Sellem, old chap, let's begin with something easy. Suppose I could tell you of an automobile account that was being poorly handled. Do you think you could get it?"

"I'm sure I could," Mr. Sellem responded eagerly.

"No!" Mr. Copycuss shook his head. "The chances would be against you. Your able plans





**The magazine which studies the way of least resistance is making bricks without straw.**

The advertiser who uses a magazine which is without influence and backing is making bricks without straw.

It is the straw that holds the brick together. It is the honest, well-founded, editorial conviction which holds the magazine together, which gives it character and wins confidence and respect.


It is not the magazine that one buys, but the magazine that one reads that has influence either through its editorial contents or through its advertising pages.

# McClure's



## Speaking of the AMERICAN MAGAZINE:

The American is a Magazine for that class which discriminates in what it buys, as well as in what it reads.



ADVERTISING DIRECTOR

## EDITORIAL BULLETIN



La Follette's Autobiography  
is making new readers daily

might not be opposed by opposition plans but by something very different. Let me tell you how Mr. Fly-by-night renewed the Jaybird automobile account which was about to be taken away from him on account of his bogey score in incompetence. Mr. Fly-by-night knew it must be renewed, but how? He considered well before he acted. Observe:

"The Tallgrass agency was getting into deep water. Fly-by-night knew its assets were worth \$10,000 less than nothing. Fly-by-night wrote to the Tallgrass outfit and told them not to worry. For weeks he conducted negotiations. Finally, he took a trip to London and, upon his return, he talked intimately of British capitalists. Sir Roger Fake was to be chairman, etc. The upshot was that he agreed that he would buy in the Tallgrass agency; consolidate it with his own agency, etc. My! how happy they were in the Tallgrass agency that pleasant Monday morning. Fly-by-night, true to his promise, arrived on the scene. His pocket was full of cablegrams and, after felicitations all around, he drew a check for \$75,000, and then he paused. Ominous pause! It had just occurred to him that very minute that the Tallgrass agency had the Junk Pile auto account. He turned color and then, rising grandly to his feet and tearing up his check, he cried: 'I can't do it! I must be loyal to the Jaybird Auto people.'

"Fly-by-night then dashed through the door and never stopped running till he reached Mr. Jaybird himself. To him he related all about his trip to London and the British capitalists; he told in dramatic fashion how he had thrown away a chance to make a million dollars rather than take over the Junk Pile auto account which might conflict with the Jaybird auto account.

"Mr. Jaybird's eyes filled with tears as he realized how sincerely Mr. Fly-by-night looked out for their interests, and he signed the renewal contract on the precise line indicated by Mr. Fly-by-night."

"Is that all?" asked Sellem.  
 "Yes, all"—here the elevator door opened. "All, except that the deputy sheriff moved into the Tallgrass agency about 3 o'clock that pleasant Monday."

Waving his hand and stepping into the elevator, Mr. Copycuss presently disappeared in the direction of the lower regions, like an amiable Mehistopheles in a business version of Faust.

#### A MODEL FORM LETTER

THE AMERICAN COLLEGE OF DRESS-  
 MAKING.

KANSAS CITY, MO., Oct. 17, 1911.

Editor of PRINTERS' INK:

You know how seldom it is that a really good investment letter comes to one's desk these days. I feel sure the enclosed will prove of interest to you and your readers, as the writer has sustained interest from start to finish.

B. CAMERON, JR.

DEAR FRIEND:

Knowing that you have had some interest in the fur business, I take the liberty of presenting you with what seems to me a most wonderful business proposition, and in which, no doubt, you will take a lively interest, and, perhaps, wire me the amount of stock that you wish to subscribe toward the formation of this company.

The object of this company is to operate a large Cat Ranch, in or near Oakland, where land can be purchased cheap for this purpose.

To start in with, we will collect about, say, one hundred thousand (100,000) cats. Each cat will average twelve (12) kittens a year. The skins run from ten cents (10c) each for white ones, to seventy-five cents (75c) for the pure black. This will give us twelve million (12,000,000) skins a year, to sell at an average of thirty cents (30c) apiece, making our revenue about ten thousand dollars (\$10,000) a day, gross.

A man can skin 50 cats per day for two dollars (\$2.00). It will take 100 men to operate the ranch, the net profit will therefore be about nine thousand eight hundred dollars (\$9,800) a day.

We will feed the cats on rats, and will start a rat ranch next door. The rats will multiply four times as fast as cats. If we start with one million rats, we will have, therefore, four rats per day for each cat, which is plenty.

Now, then, we will feed the rats on the carcasses of the cats, from which the skins have been taken, giving each rat a fourth of a cat.

It will thus be seen that the business will be self-supporting and automatic all the way through. The cats will eat the rats and the rats will eat the cats, and we get the skins.

Awaiting your prompt reply, and trusting that you appreciate the opportunity that I give you and which will get you rich quick, I remain,

CASEY JONES.

## A Two-Legged Unfeathered Animal

It seems to have bothered philosophers to define man. You remember that Plato said he was a two-legged, unfeathered animal. This came to the ear of Diogenes who threw a plucked fowl on a table before the philosopher, saying: "There is Plato's man!"

Anybody is at perfect liberty to try and improve upon Plato or anybody else. This is what makes the world move.

If Plato had said that *man is a tool-using animal* he wouldn't have been confronted with a plucked bird.

A scientific system of business management, a new discovery in chemistry, a flying machine are tools—devices which man manipulates to accomplish certain ends. Tools are the great factors that are changing the daily life of the individual and changing our whole civilization. You realize perfectly that you should know about them—the latest discoveries, the latest inventions, the advances along scientific lines—and their significance.

For sixty-seven years the *Scientific American* has been furnishing this information—exact, trustworthy knowledge, with the stamp of authority. It always has been and is alone in its chosen field.

The big men, the men of affairs, know this. Probably no publication has among its regular subscribers so large a percentage of the men who are making history. Of course you can exist without any knowledge beyond that which supplies clothing, shelter and the belly need, but you can't live.

By the way, "*Ten Stories*" will probably appeal to you because they are good stories about the beginnings of great things. They are mighty interesting. Yours for the asking.

R. C. WILSON

Munn & Co., Incorporated  
 New York

I know at least a dozen national advertisers who ought to use a page a month in The Monthly Style Book.

And, they *would* too, if they knew.

"But"—

—these advertisers say, "We don't want to risk \$3,200 for a page in an unknown medium."

You don't have to.

By our zone plan you can try out a part of our circulation in any one of six zones and prove

for yourself the selling-power of  
The Monthly Style Book.

We are willing to stand or fall  
on the test.

Could anything be fairer?

Write "*I am interested*" on a post-card and a representative will call to explain the zone plan in detail. Forms for the first zone editions close November 15th.

*Marion K. Hargis*

Manager Advertising Department  
4th Avenue at 30th Street, New York



## HOW TESTIMONIALS MAKE CUSTOMERS LOYAL

THE MAN WHO WRITES A TESTIMONIAL IS BOUND TO LIVE UP TO IT—A REFLEX INFLUENCE WHICH IS CLEAR GAIN—ONE'S OWN OPINIONS MORE STABLE THAN THOSE OF OTHERS

By James W. Egbert.

### IV.

Suppose you asked a man to sign a contract with you to use your product exclusively for the next ten years. Unless you offered him some inducement, either in price or reciprocal purchases of *his* goods, he would probably laugh you out of his office. But get him to write a testimonial for your goods, and you have secured his trade for a long time to come, if not for life. Not only that but, in nine cases out of ten, you have secured an ardent booster for your goods.

That is what might well be called the reflex advantage of the testimonial. Not only can you use it to advertise your goods to others, but it ties up its author, who, having committed himself, can hardly back down and be satisfied with something else.

A prominent concern in the musical field, some years ago, got out a book of testimonials which aptly illustrates this very point. They went to men of prominence in the community—men whose names were widely known—got permission to photograph their music-rooms containing instruments made by the company, and secured letters of endorsement. These were reproduced in a book, together with the photographs of the interiors. It was an expensive book—altogether too high in cost for wide distribution—and, in fact, was given to hardly anybody except those who were represented in it, all of whom were already customers of the concern. Yet it paid, and paid handsomely.

The recipient could hardly throw so handsome a volume into the waste-basket; no matter how prominent a man he might be there was a certain subtle flattery

in seeing his home and his words featured in such company and in such a dress—so the book was kept for some length of time where others would see it, and the recipient became, unconsciously, of course, a salesman for the concern.

The International Correspondence Schools takes advantage of this tendency in its system for making every former student a booster for the schools. In a previous article I mentioned their system for getting testimonials, which they not only use in magazine and newspaper advertisements, but file by localities, so that as soon as a prospect is secured he is referred to several persons in his immediate neighborhood who have taken the course. Every former student is kept in line in this way. He has gone on record as favoring the concern; the prospect who asks him about the schools is armed with a written statement of his own authorship; what can he do but recommend highly?

I have before me a book issued by the Swedish-American Telephone Company, entitled "Good as Gold." It contains the portraits of 134 persons, their names, and a short preface; nothing more. "Each and every one of these representative men from thirty-one states sent us his photograph, knowing that we were to use it in this booklet," reads the preface.

Can there be any other eloquence so convincing as a look into the faces of these 134 men, that say they know from long practical experience with our product and other makes that the *Swedish-American* is the best of them all? Their opinions are unbiased; they learned from the actual service. Their words are true. You will make no mistake in taking their advice in preference to paid representatives. Their testimony is as good as gold.

You might expect to see the faces of the officers of large telephone systems, masters of capital, and the like. Instead you behold the managers of rural exchanges, and others not so high in the commercial world, some of them so unconventional as to pose in their shirt sleeves. But can you imagine that any one of those 134

will ever cease boosting Swedish-American instruments after the complimentary paragraph quoted above?

The company has gained 134 loyal customers, who are going to stay loyal, and whatever influence their endorsements have on anybody else is so much clear gain.

The influence of a testimonial upon the writer of it has just this importance; it puts him on record, and the majority of men, having taken a position, feel that it is undignified to retire from it. When you can get a man to express an opinion about your goods *himself*, it becomes his opinion, and it will take a lot of argument by your competitor to persuade him out of it. Whereas if it is only *your* opinion, he hasn't the direct interest which makes him resist persuasion.

#### CUSTOMS RULING ON LEATHER-BOUND BOOKS

Under the present tariff law, "manufactures of leather, or of which leather is the component material of chief value," come under the high tax of 40 per cent ad valorem.

Recently the Treasury Department issued a circular to the customs officials, setting forth that leather-bound books should be admitted at the 25 per cent rate unless it were shown that the bindings of the books were of such value that it was evident that the books were bought for the binding rather than for their literary contents.

However, the Board of United States General Appraisers hold that the circular is not binding and that where the leather binding is of greater value than the printed interior, the 40 per cent duty will apply. Judge McClelland and Judge Chamberlain agreed in the majority decision, but Judge Sharrett dissents, in a long opinion. Judge Sharrett said:

"Dickens would hardly have been flattered had he been told that the principal value of his books was in their covers. Classification dependent upon the respective values of books and their bindings will result in constant litigation involving the almost hopeless task of establishing with any degree of certainty facts upon which to predicate a decision, for who is there wise enough to determine the precise value of the time and labor expended by the author who prepared the matter contained in the printed paper books before it had been bound, a prerequisite in the determination of which is the greater value, the paper book so prepared or the piece of leather covering it."

The book trade is hit by the decision.

The Xmas Number of the great pictorial weekly—

# Leslie's

ILLUSTRATED WEEKLY

has a large sale each year.

It is your opportunity to test the buying power of Leslie's readers.

#### Results of tests:

*"Has produced \$6.00 for every \$1.00 invested."*

*"My ads have paid for themselves in 15 days."*

*"Leslie's has far outstripped all other publications."*

*"Leslie's made an especially creditable showing."*

*"The results are unusually satisfactory."*

*"One of our strongest factors."*

*"Returns remarkably satisfactory."*

*"Leslie's is no longer an experiment with us, it is the sure thing class now."*

*"Leslie's is the best weekly medium on our list."*

Send your copy for Xmas Number—you cannot find a better buy—over 340,000 copies—\$1.25 a line.

Forms close November 28th.  
Date of issue December 7th.

ALLAN C. HOFFMAN  
Advertising Manager  
225 5th Ave., New York

C. B. NICHOLS  
Marguette Bldg.  
Chicago, Ill.



# The Power that Drive

There is a power that is not horse-power  
but gives the impetus to horse-power.  
It is impetus-power



Drive thy Business  
Let it not drive thee  
Benjamin Franklin

Were Benjamin Franklin  
alive to-day he might add to his  
famous saying—to advertise is

## The Wheels of Industry



# ives

Harper Periodicals  
advertiser quality  
something more.



who buy and  
the Harper Peri-  
are appreciative (they buy them to read  
through) and are, therefore, thoroughly recep-  
they do more than see—they think.

Advertisers in Harper's Periodicals have the  
Best Attention induced by Sustained Satisfaction.  
Harper's audience is the largest discriminating  
audience it is possible to reach.

Harper Periodicals  
convention creator  
home sale  
your sponsors



## FIRST CLUB HOUSE FOR ADVERTISING MEN

LONDON ADVERTISING MEN FORM THE  
ALDWYCH CLUB — SUCCESSFUL  
OPENING AND PROGRESS—A PLAN  
THAT MAY SET THE PACE FOR  
OTHER CITIES

*By Thomas Russell,*

Advertisement Consultant, Clun House,  
London, England.

Some months ago I described the steps which had been taken towards the foundation of the first regular club for advertising men—I mean a club with a home of its own and all the conveniences implied in the term. This project had long been vaguely talked of in Fleet Street, but the thing remained vague until, at one of the dinners of the Thirty Club of London, Wareham Smith, advertisement director of the *Daily Mail*, produced a practical scheme and then and there lined up advertising men to carry it into effect.

Starting a club with a house of its own is one of the most difficult enterprises in the world, because it requires money, and if money has to be subscribed for an institution not yet in existence, it is not very easy to find. Wareham Smith got over this difficulty with characteristic ingenuity. He proposed, and carried his proposal, that the club should be incorporated by law as a limited company. This enabled it to issue debentures, and a sum of £5,000 was quickly subscribed in £50 bonds, bearing interest, and being redeemable at the option of the company—which is the club.

The incorporation of the club as a company does not involve members in any legal responsibility beyond the amount of their subscriptions and a sum of £1.

Having secured the capital, the next point was to obtain the lease of suitable premises. These were found within a few steps of the Strand, in the new London thoroughfare of Aldwych, a fine building of five floors being secured. The annual subscription was fixed at four guineas\* (equivalent to \$20

a year) for ordinary members, and half that amount for members residing more than twenty-five miles outside the London postal area, with an entrance fee of five guineas or \$25. The committee, however, had the right to suspend the entrance fee until after a certain number of members should have been elected.

The premises have been substantially and handsomely furnished, the first floor being devoted to a lounge and smoking-room, the second floor to the main dining-room, the third floor to the reading-room (sometimes used as an overflow dining-room), card-room, and secretary's office, while the fourth floor contains the billiard-room and dressing-rooms for the use of members. Kitchens and storage are on the fifth floor. An elevator starts from the entrance hall.

The problem in conducting a club, once you have it started, is to make it self-supporting through the bar and dining-room. Cards and billiards cannot be expected to do more than cover the cost of service. The subscriptions are wanted for upkeep, interest on debentures, and reserve. The original or formation committee enrolled at the Thirty Club dinner carried through all the preliminary arrangements, but as soon as the Aldwych Club was legally incorporated, on the 30th day of May, 1911, this committee resigned its functions, and a further committee was formed, of which I have the honor to be a member. Wareham Smith was unanimously elected the first president. The duty of keeping the club solvent, therefore, fell upon the new committee, which resolved itself into various special committees, a house committee, for example, being responsible for catering and management, the billiard and card committee being responsible for games, entertainments, and so on. A library has been already begun, with myself as honorary librarian, assisted by Cyril Mortimer.

In a very little time, although the unfavorable summer season was with us, the dining-room justified its existence, though it ought

to have been called "luncheon-room." Fifty or sixty members lunch there daily, very excellent plain English fare being provided at a cheap rate. The first house dinner, followed by a modest concert was held October 12, about 160 members being present.

As the cold weather comes on, there is no doubt the club will be extensively used in the evenings, but even on the present basis it is earning a profit on the food and bar. The billiard challenge cup, presented to the advertising community last year by *Printers' Ink*, London edition, has been taken over by the club. The club has also taken over the Advertisers' Benevolent Fund, originally formed by the now defunct Incorporated Society of Advertising Agents. A golf challenge cup has been presented to the club by the proprietors of Perrier Water. Billiard tournaments and handicaps, a golf tournament, a dance, etc., have also been provided for.

Although this news is in its essence a London affair, I think it has an interest for advertising men throughout the world as being the first example on record of a club-house for advertising men. We have three or four advertising clubs in London, including the Thirty Club, the Sphinx Club, the Advertising Managers' Club, the Association of Advertisement Managers, and the Sales Managers' Club, but the Aldwych Club is the only one that holds its meetings anywhere except at a hotel.

It is not always that London sets the example to the advertising profession, but it seems to me that it is about time for New York to wake up. The honorary librarian would be pleased to accept on behalf of the club any business publications issued in the United States. Such donations may be addressed to Mr. Thomas Russell, Honorary Librarian, Aldwych Club, London, England.

## "Cash In" on This Tip FROM NEBRASKA

December will be a better month to advertise to Nebraska farmers than any of the six months preceding. This for the reason that the farmer will then have all of his crops harvested and will have begun marketing. Prices are favorable—from 10% to 20% higher for farm products than at the same time last year. So in addition to having more time to read, the Nebraska farmer will have more money with which to buy.

### DECEMBER OUR BIG MONTH

We obtain more new and renewal subscriptions during December than at any other time during the year. In addition to the regular circulation of 40,000 copies we will mail out during December, 10,000 sample copies. No extra charge for space during that month.

### Beautiful New Year's Number

The annual New Year's Number of the NEBRASKA FARMER will be far better this year than ever before. It is our very best number of the entire year and a great puller for advertisers.

Don't miss out on December. Increase your schedule during that month.

S. R. McKelvie, Publisher.

## NEBRASKA FARMER, Lincoln, Neb.

NEBRASKA'S REAL FARM PAPER

ESTABLISHED 1869

## CO-OPERATIVE SOLICITING TO CREATE NEW AD- VERTISERS

SUGGESTED COMBINATION OF  
PERIODICALS TO ESTABLISH SOLICIT-  
ING BUREAU—GET THE BUSINESS  
AND APPORTION IT—PROMISES REL-  
IEF FOR MANUFACTURERS AND  
MORE BUSINESS FOR PERIODICALS

*By George French.*

[EDITORIAL NOTE:—This article is printed because it elaborates a theme that is frequently discussed among advertising men and despite the fact that it completely ignores the factors already in the field for the purpose of creating new advertising,—namely, the advertising agents and PRINTERS' INK itself. It is true that many agents do no real constructive, creative work, but content themselves with "swiping" the accounts of their competitors. But, on the other hand, there are a number of agents, some small and some large, who are doing the finest kind of pioneer work in carrying the advertising message to the non-advertising manufacturer. Some time we shall have to print a special article on this subject for the benefit of those advertising men who have no conception of the amount of money, brains and effort expended by a few of the best agencies in creating and building up new accounts.]

"The soliciting of advertising is now very much in the condition of gold mining in '49 and the generation subsequent. The ground is being run over by a great many people and none of them thinks it is worth while to do thorough work."

A veteran in the advertising business said this to me some little while ago. It so exactly agreed with a vague and unformed impression that for a long time had been in the back of my head that I asked him to talk more along that line; to tell me more in detail about the idea, as he had it.

"Well," said he "take this town; take Boston." (We happened to be there at the time). "Many of the big advertising mediums have New England men located in Boston. What do they do? These men all follow each other around over the New England field. They file into the offices of the advertisers, one after the other, and tell the same story about their magazines or news-

papers, or whatever they represent. They spend about all their time in their field calling upon advertisers and agents. Each one of them does about the same as each of the others. They find out what is 'going out' and they go after it. If there is an ad being placed from some concern in Portland, Maine, they all proceed to go to Portland and try for it.

"There are perhaps a dozen of the magazine men who will go to Portland when there is an advertisement of Gorton's codfish to go out. They all troop down to Plymouth if there is the slightest chance of getting an order from the Plymouth Cordage Company. They all make the rounds of the Boston agencies as often as they can. They all go to Springfield and to Worcester and to Providence, and all of the other cities where there are any national advertisers.

"And not one of them spends any time to speak of in trying to create new business. They can't. They are on the jump all of the time, trying to keep in touch with the business that is supposed to be 'going out,' and in keeping in good standing with the agents and the advertising managers. They are hard and conscientious workers, and are entitled to a great deal of credit for the work they do and the results they get for their periodicals.

"But do you not see that they are not creating advertising, and cannot do so as long as they have to work as they are now working? How many of the manufacturers in New England who should do so are advertising? What is being done to win them into the right way? Nothing. Nothing can be done until the method of covering the field is radically changed.

"This is what should be done, as I see the situation:

"The leading periodicals that are to be represented in New England should unite and establish a bureau, and put at its head the best advertising man to be had. The business of the bureau should be to create new adver-

YOU CAN TALK TO

**ALL** CLASSES—

**ALL** THE PEOPLE


**ALL** THE TIME

only by using

## Street Car Advertising

"THE GOLDEN ROUTE TO SUCCESS"

And you can talk to **ALL** the people for **LESS THAN HALF** it will cost you to talk to **HALF OF THE PEOPLE** any other way, or all other ways combined. We mean **JUST THAT**.

 Read it again—analyze it!

Street Car Advertising is **SUPREME** as the most **ECONOMICAL** and most **EFFECTIVE** National Advertising Service.

We represent, exclusively, the Street Car service in more than three-fourths of the cities and towns in the United States, Canada, Mexico, Cuba, Porto Rico, Philippine Islands and Brazil. We plan and furnish every requisite of the largest and smallest advertising campaigns.

## Street Railways Advertising Company

LARGEST ADVERTISING ORGANIZATION IN THE WORLD

**WESTERN OFFICE:**  
First National Bank Bldg.  
Chicago

**HOME OFFICE:**  
Flatiron Building  
New York

**PACIFIC COAST:**  
California Street  
San Francisco

tisers, not primarily to solicit orders for advertising going out. The staff for this bureau should consist of about as many men as are now in the field, but their system of work should be radically different. One man should solicit each concern, for all of the periodicals represented in the bureau.

"The manager should concern himself very little with the placing of advertising, once it has been started. Under this co-operative plan each of the periodicals would get the business, and the proportion of the business, that rightfully belonged to it. That matter should be settled by the bureau, through a committee, or in some manner that would protect all of the co-operators. The manager should be a man with imagination and advertising ability, and his job should be to win men who need advertising. All of the big men in the bureau should do this pioneer work for at least half of their time.

"All of the work of this bureau should be conducted on the broadest plan. There should be nothing but the benefit of the advertiser considered. There should be no undue urging of the prospects. There should be a very skillful and strong presentation of the benefit to business advertising properly done is sure to confer, and once the fact that a concern ought to advertise is demonstrated there should be no let-up in effort until that concern does advertise. Then the advertising should be properly handled. A very careful study should be made of each business before anything whatever was done. There should be the best ad writers in the country connected with the bureau, but each advertisement should be written by the best man in the country for that particular task, irrespective of whether or not he is employed by the bureau. And there should be a printshop right next to the bureau, preferably not owned or operated by the bureau, but in a way controlled by it.

"I could give you a complete syllabus of the organization scheme for this bureau. I have

had it running through my head for five years, and have talked about it to one or two publishers. If it were properly organized and properly conducted it would show wonderful results. I have been up and down among the manufacturers of New England for many years, and not always as an advertising man. I could tell you right now of at least a dozen big concerns who could be won to take up advertising within a year, if there were anybody authorized and able to deal with them on a basis that contemplates patience and time—and money. They would come across, in time; and some of them would come more readily than you may imagine.

"Besides being the proper way to build up advertising, this plan of mine would relieve the manufacturers, and others who are already advertisers, of a great burden—the burden of seeing all the solicitors and discussing the matter with them. This is really a great hardship for the advertisers and the agents, and does not facilitate their business at all. Most of them are courteous and willing to give all the time the solicitors wish. But one call, by a general agent of all of the periodicals that cater to general business would suffice for all of the magazines, while a call from a man authorized to deal for the newspapers would suffice for all of the newspapers. And I really believe that both the magazines and the newspapers would get more business than they now get from the same concerns.

"Such a bureau as I have in mind, composed of the New England representatives of the leading periodicals, would be able to put more than half of its time and energy into the creation of new business, and still attend to all the soliciting that is now done in a much better and more effective manner than is now possible. There are so many points of advantage and profit in this plan that I could talk to you all night about it, but I have got to get a train for Springfield, to see a party there who will give us each



a small order. I could do the business for the whole bunch, and get at least 25 per cent more out of him than the sum of all that we all will get. So good night."

Of course New England is not different from other sections of the country. It is mentioned simply because this talk was in the lobby of the Touraine, in Boston. What this man said was already in my mind. Since then I have talked it to many solicitors. Some of them, being simply order-getters, did not comprehend what I was trying to get at.

I suppose that a majority of advertising solicitors never think about trying to get a new advertiser. They know nothing about any business but that which is "going out." But two or three really big advertising solicitors have said that the plan outlined by my friend in the hotel lobby is exactly the right plan. These men wish to do constructive work, and try to. But they do not have time for it. Their superiors are constantly prodding them to swell the record of the present month. Orders, they say, look good to them; and they put on the pressure without a thought of the future.

I have known these men to get in touch with some very big prospects, and work zealously for a time. Then would come some order from headquarters asking for special work for some special purpose; or there would be a consultation at headquarters, and the solicitor would be advised to devote himself to getting business that was more or less in sight, and the splendid vision would fade from the mind of the solicitor, while he studied the comparative figures and the wished-for aggregates.

The day is not far distant, however, when this business of soliciting advertising will be turned into constructive work calculated to develop new business which will not only build up the magazines and the newspapers but will build up business. Then there will be more business, more easily obtained, and the proportion of advertising failures lessened.

A Southern colored servant once described his recently deceased master, who was of indolent, procrastinating disposition, by saying, "He was a-gwine, and a-gwine, and a-gwine, and he died a-gwine." A good many men who are energetic and forehanded enough otherwise are always "a-gwine" to take out insurance, and too often they die "a-gwine."

Guaranteed annual saving of twenty-five to forty per cent. in premiums on personal protective life policies. This is not Term Insurance. Contracts issued by the strongest Life Insurance Company in America.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

**J. A. Steele      Winthrop Steele**  
170 Broadway, New York

## MAKING DIRECT ADVERTISING STEP LIVELY

MUST IMBUE PRINTED MATTER WITH LIVING ATTRIBUTES—SECURE HARMONY BETWEEN ADVERTISING AND SELLING FORCES — ADVERTISING CONSISTS IN CREATING BUSINESS —FROM ADDRESS AT CONVENTION OF NATIONAL COMMERCIAL GAS ASSOCIATION, OCT. 23, DENVER, COLO.

*By Thomas R. Elcock, Jr.,*  
Advertising Manager, the United Gas Improvement Company, Philadelphia, Pa.

An important problem in direct advertising is to quickly and accurately move our printed matter—to make it actively reach out after business. Unless we can come to consider our printed matter in a somewhat human sense—that is, imbued with the same living attributes as a human being in influencing purchases—we cannot get full value out of it. This, unfortunately, is not always done.

Too many business people regard a stack of folders or leaflets as so much dead stuff, to be gotten rid of in the easiest and quickest way. We must not take that attitude toward printed matter. It is not giving the advertising a fair show. We can only put so much human attribute into the pictured or worded message; and, after all, it must have live men back of it in order to retain the breath of life it possesses.

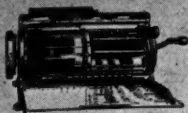
It can be said without fear of successful contradiction that fully twenty-five per cent of the money spent for advertising in the United States might just as well be deposited upon a scrap heap. This does not necessarily mean that the advertising itself is not good. The copy and illustrations may be excellent and yet result in no appreciable returns. For the fact of the matter is that the copy is only the first step in a successful advertising campaign.

In considering direct advertising it is important to have a careful system, whereby the selling leads may be properly followed up and the orders properly taken care of. The circular let-

ters, folders, return post cards, and the like, must be carefully placed in the hands of the right prospects, in the right way and at the right time, and even then, there will be very few chances of making sales unless the selling force works in unison with the advertising pieces and carefully develops the desire to purchase, which the printed matter has created. The salesman must be thoroughly acquainted with the character of the advertising, so that in talking to the consumer, he may dwell upon it intelligently. Even when this is done, it is very often impossible to clinch an order on the one visit. In this case, the salesman must carefully fill out his back call and further advertising matter must be sent so as to reach the prospect in the logical time, preceding that call. If this should not result in a sale, the same order should be repeated. The fact is that good advertising combined with good salesmanship should be cumulative, and our experience shows that fully three pieces of advertising matter followed closely by visits from the salesmen are often necessary in order to effect a sale.

It is very common to learn of several folders advertising different appliances being sent out to all prospects at the same time and the matter there permitted to drop without any further follow-up effort on the part of the selling force. This is illogical and absolutely unprofitable. Unless the organization of a company is such that direct advertising may be systematically followed up, it is unquestionably better not to attempt this form of advertising at all.

Closely akin to the necessity of keeping advertising matter logically on the move is the further necessity of harmonious relations between the advertising and selling forces in all their operations. To do this, it is imperative to have in the advertising department not only good copy writers and arrangers of printed matter, but also a thoroughly equipped clerical force, and in addition to



### III—THE BASIC MACHINE AND ITS OPERATION

THE basis of the complete unit is the Multigraph proper—to be operated by hand, without the more recent attachments that have so extended its usefulness; yet in itself it covers a broad field, and is sufficient for many users. Even when hand-driven its speed is limited only by the quickness of the operator.

The machine consists of two channels, upper and lower, each with a printing drum—mounted end to end, and each with its own set of type.

Individual type is set in one of two opposite faces.

"P" is "P" and "R" is "R".

impaled to set up the type. Any key or galleys can send and receive and operate the various attachments, and the following details:

As the left hand wheel of the type-setting drum, the roller is moved to the right-hand drum. The right hand wheel of the roller, and the individual type is set into the channel of the type-setting drum. (See page 12.) These two operations are light, and they require only the force. However, when they are done the form when the printing has been finished.

As soon as a line has been set in the printing drum, it is turned by a hand wheel, to prevent further printing, but the individual type-attachments have sufficient power to play in the channel to produce the right impression characteristic of the ordinary typewriter. Characters are made with great ease, in a short time.

The printing drum is operated by a hand-wheel that is supplied with a mechanism for sending the impression, saving the time required to move the drum of hand paper substituted, and sending changes or corrections. It may be a solid drum, or in the original Multigraph, or it may be segmented—just as a segment of the printing drum, with its separate typewriters, may be removed from the machine, and another segment substituted. This is a great advantage.

It means that a type may be kept standing, or be placed from one character to another, or at convenient times, without requiring any special device, and that may be done.

This Book  
Printed on

**THE MULTIGRAPH**

Tells how You  
can save 25%  
to 75% of your  
Average Annual  
Printing-Cost.

AT a glance it shows the high quality of Multigraph printing, and tells how the Multigraph is first aid to the advertising department—producing printed advertising, stationery and system-forms, and type-writer follow-up letters.

Write Today  
For This Book

WE shall be glad to send it to any advertiser or advertising manager who requests it on his business stationery.

You Can't Buy a Multigraph  
Unless You Need It

AMERICAN MULTIGRAPH  
SALES COMPANY

Executive Office and Factory:

1820 East 40th Street

Sixty Branch Offices

Cleveland  
Since 1890

European Representatives: The International Multigraph Co., 79 Queen Street, London, E. C. England.

this, a system man with one or more assistants. The man who is applying his mind constantly in a creative direction is seldom a business man, and even if he were, it would be difficult for him to find the time to attend to both branches of the work. The system man is in reality an intermediary between the advertising department and the selling force and meets the salesmen in each of the district offices periodically, discusses with them selling methods, the results being secured at the time, and invites from them suggestions calculated to better harmonize their workings with the advertising department. These suggestions, together with his own ideas derived from personal contact with the salesmen, he edits and arranges in concise form so that the advertising manager may devise plans to meet the current needs. He also oversees the distribution of advertising matter and carefully investigates to determine that it is being sent out at the proper time and to the right prospects and followed up promptly by the salesmen. He goes over, from day to day, the return post cards received from prospects, notes the orders resulting from them and whether or not these orders have resulted in further sales of other appliances. He also keeps running various reports showing from day to day the condition of sales, and analyzes the failures and successes met with. In this way it is possible to prevent continuous waste in unprofitable directions and also to devote more of the appropriation to those lines in which best success is encountered.

As time goes on, it is hoped that the system man will be able to extend his services almost indefinitely. For instance, in a large city it should be possible to save a great deal of effort and money by carefully classifying prospects for different appliances. The mere fact that a woman does not use a water heater need not be taken as a guarantee that she is a live prospect for one. It may

be that on account of being financially irresponsible, or some like reason, this woman could never be expected to make a satisfactory purchase of a water heater. Obviously it would be a waste of time and money to continue sending printed matter to her and having it followed up by salesmen. Would it not be advisable at times for the system man to send out a number of investigators to study these conditions and classify the prospect lists accordingly?

In a large city, there are tens of thousands of people who do not read English, and of course the mailing of advertising matter in English to these people is a pure waste of money. It is possible for the system man to classify the prospect lists, so that advertising matter printed in the respective languages may reach these people. When this is done, it is positive that a great improvement in sales will be noticed.

Advertising is so closely allied with salesmanship that the sales manager and advertising manager in any situation should be either one or closely related. Advertising is something entirely different from what it was once held to be. It does not consist in merely writing and placing copy, but it consists in *creating business in the broadest sense of the term.*

With reference to the character of advertising matter to be sent out and the method of preparing it, we must begin with the men who are engaged to do this work. It will, I think, be quite generally agreed that a knowledge from the inside of the intricate conditions existing in the gas industry is required in order to properly convey to the public the ideas for which we are striving; and this means that the men who are to pass our message on to the public should be right in the company office, in constant touch with all branches of the business. The policies of the president or manager of a company, the ideas upon which the business is to thrive, cannot be

grasped in a few hasty interviews by an outsider, but must be gradually absorbed by constant and intimate association. And the man who is to make a business grow by advertising must know all about it; he must not have a merely superficial knowledge.

Obviously, the small independent gas company cannot afford to hire the talent nor pay for the class of work which would be best for its purpose. The syndicate can afford it and is doing it. Manufacturers of appliances are also doing much in the way of supplying copy, cuts and forms to their patrons. These forms would be suitable excepting where local conditions are dealt with or appliances named which the particular independent company does not handle. In most of the advertising matter being put out it is possible to avoid these definite references.

Take for instance a folder designed to popularize the idea of an All-Gas-Kitchen. It is lithographed in a number of colors so as to make an attractive ap-

pearance when received in the mail. Inside is an illustration of a woman sitting in a kitchen reading a book while dinner is being cooked in the cabinet range. The range and water heater bear no name plates and are illustrative of type rather than a particular make. The text describes the comfort and other advantages to be derived from the use of gas in the kitchen. No prices are given. Every word of it applies to conditions in every city. As to the company's name, this can be easily changed on the printing press with scarcely any addition to the cost.

Nothing that is mediocre is worth the space that it takes up. Every word of a piece of copy, every detail of an illustration, must be given the most careful thought and scrutiny to obtain accuracy and force. We must not trust to an artist nor an engraver, for instance, to get up an illustration after his own notions as to how our prospects can best be impressed. We who come in contact with the consumer and

## HOWLAND-GARDINER NEW YORK

announce that on December First

### MR. RICHARD L. FENTON

enters the corporation as a principal partner and  
Vice-President.

The name of the corporation will be

## HOWLAND - GARDINER - FENTON NEW YORK

General Advertising and Merchandising Counsel

OFFICES, 20 BROAD STREET

NEW YORK

who know the points of the goods which should appeal to him are in the best position to decide how the matter should be presented. It is often necessary, in addition to furnishing models and photographs for a picture composition, to send the work back to the artist several times in order that the important details may be strikingly depicted. So, too, the matter of color schemes, arrangement of the messages on return postals, and the like, should be considered according to our knowledge of the prospect and how he can best be approached.

The advertising man for a gas company is engaged to sell service and appliances. His company has no words nor pictures to sell, nor is it desirous of selling the personality of the man himself. Therefore, words, pictures and the copy man's personality should be used only in so far as they properly call attention to the commodities that are for sale. In other words, we must sink every other feeling and proclivity in our efforts to merge ourselves into the very soul of the business we are to exploit, and then our work will have stamped upon it the sincerity, the important mission of that business. Our utterances will then impress and convince, whereas the most clever writing, if done in a flippant or supercilious style, will call attention to the writer rather than to the goods.

Talent for writing and ingenuity for originating striking effects are essential, but these must be governed by a knowledge of the business, of your company's policies and a big inexhaustible fund of good common sense.

#### IS INDIVIDUAL APPEAL STRONGEST?

Personally I am a firm believer in the power of the individual appeal. I believe that a letter to 10,000 women is likely to be more effective than an advertisement in a paper of ten times 10,000 circulation. I know that this can be argued both ways and I advance it only as my opinion. But it is a form of publicity that you may well consider in your introductory work.—  
*George H. Perry.*

#### URGES IMPROVEMENT IN CAR- ING FOR TELEPHONE BUSINESS

NEW YORK, Oct. 26, 1911.

*Editor of PRINTERS' INK:*

It does impress me as too bad that keen business houses don't appreciate the need of revising their methods of doing business by telephone.

I called a certain large business concern up by 'phone yesterday, having in mind to give them an order in their line which would earn them a good profit.

Here is what happened: I got my number, and the girl on the firm's private exchange board asked me my name before calling up the specific man I asked for. Then in a minute a terse male voice asked, "Well?"

"Is this Mr. Smith?" I queried, although Smith isn't the name.

"No, this isn't Mr. Smith. What is your name and what do you want to see him about?" This was the second request for my name.

Mastering my impatience, I told him who I was and what I wanted. "Just a moment," was the rejoinder.

After a proper lapse, during which interval the inner office had evidently been gotten on the wire, a crisp feminine voice called, "Hello," and I again asked for Mr. Smith.

"What is the name, please?" asked the private secretary.

"I have already told my name and indicated my business twice," I hold her. "Must I do so again."

"I cannot bother Mr. Smith unless I know name and business," replied the girl. "This is instructions, you know."

So I went through the rigmarole the third time.

At that, after my arm had become weary, and my ear numb by pressure of the receiver, I heard an authoritative voice respond. It was Smith. I began to speak when he broke in, "Who's speaking, please!"

The fourth time, and I had business for this firm, which they wanted! I lost my temper, told him shortly who I was and what I wanted and plainly said that I was out of patience. I went on and said that, conducted in this way, the telephone was a loser of time instead of a convenience, and that I had lost my interest with regard to the special proposition I had in mind. I said good-bye and rung off.

In just forty minutes Mr. Smith himself was in my office, distress on his face. He made all manner of apology and we finished the transaction about which I called him up.

I am writing this for—although this is the most aggravated case as far as I am concerned—I have had other wearing times of repeating my name to persons in successive authority from the telephone girl up.

HOPE FOR IMPROVEMENT.

#### INCREASES APPROPRIATION

The fifteenth annual report of the Northern Pacific Railway Company for the fiscal year ending June 30, shows an expenditure for advertising of \$267,057.73 against \$255,516.44 for the preceding year, an increase of \$11,541.29.





## In the Bell Democracy

Membership in the telephone democracy of the Bell System means equal opportunity for every man, no matter who he is or where he is.

Each member of this Bell Democracy has the same chance of communication, limited only by the distance the voice can be carried.

However remote, whether in the adobe house on the Rio Grande, on the Montana sheep ranch or in the isolated New England farm house, the Bell telephone is an open doorway to the Universal Bell System.

From each Bell outpost run lines that connect it with the central office—that nerve center of the local system.

Long distance and toll lines connect these nerve centers and furnish clear tracks for telephone talk throughout the land.

12,000,000 miles of wire are the highways over which 20,000,000 telephone talks are carried daily.

The Bell System binds together the social and business activities of a people in a shoulder-to-shoulder march of progress.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**  
**One Policy    One System    Universal Service**

### THAT LOZIER AD

It appears that three classes of automobiles may race on the same track at the same time and three winners be picked and receive equal prizes. The explanation which the Lozier Motor Company gives in reply to the reflections of PRINTERS' INK on the Philadelphia advertisement after the recent meet of the Quaker City Motor Club shows how this is possible. But it is something the manufacturers themselves have found confusing and unsatisfactory, and if the manufacturers, how much more so the public? Under these circumstances, is it safe for a manufacturer to make the naked claim of victory unsupported by an explanation? It has deceived some advertising men and automobilists. Is it not deceiving others? And if so, where are the advertising benefits to the Lozier Company or to the industry or the cause of advertising? C. A. Emise, manager of the department of advertising, Lozier Motor Company, writes:

It is unfortunate that a lack of knowledge of the rules under which automobile road races are conducted and especially the manner in which the Quaker City Motor Club of Philadelphia conduct their annual class races should have led you to comment adversely on the advertisements which appeared in various newspapers announcing the fact that the Lozier cars had won first and third places for cars of the 600-inch class. It would be a difficult matter in this space to fully explain the rules and conditions of these races; nevertheless, we feel that in view of the injustice done this company through a lack of knowledge of the conditions of the race in question, a statement of a few of the facts is necessary.

In the first place, it should be understood that there is no Fairmount Park "race." In reality, there are three and sometimes four races held annually, but instead of running off these races on different days or two on one day and two on the succeeding day, all three or four events are run at the same time, \$1,000 prizes being given to the winner of each race. Your statement, therefore, that the Fairmount Park race was won by the Benz is just as incorrect as would be the statement that the Fairmount Park race was won by the Mercer or by the Lozier, for it would imply that the Benz was the only winner.

The facts are that this year the three races were won by the Benz,

the Lozier and the Mercer, each receiving \$1,000 for winning its race. Had these three races been run at different hours, this confusion would probably not have arisen in your mind. The Mercer was not racing against the Lozier, nor was the Lozier racing against the Benz, these cars competing only with cars in their own class, but using the same course at the same time and the three races being timed and judged by the same set of officials.

Incidentally, a special prize was given to the car making the best time in all classes, but this was not a prize given *for the race* and the fact that the time prize was won by the Benz did not give it the honor of winning in any class but its own.

If the public does not understand the meaning of "600-inch class," criticism should be directed against the officials of a race meet who conduct their race in such a confusing manner, and the Quaker City Motor Club has, in fact, been criticised by manufacturers for mixing up three classes of contestants in three separate races in the above manner, which we admit is confusing, but manufacturers enter these class races in good faith, hoping to win the race and prize for which they have entered and having won, are entitled to the advertising benefits which an announcement of victory entitles them. We can only repeat that Lozier cars won the Fairmount Park race first and third place, for cars of the 600-inch class.

And it can only be repeated that the explanation is more lucid than the advertisement was, and that the public was entitled to have the explanation, on penalty of misunderstanding and doing the advertiser an injustice.

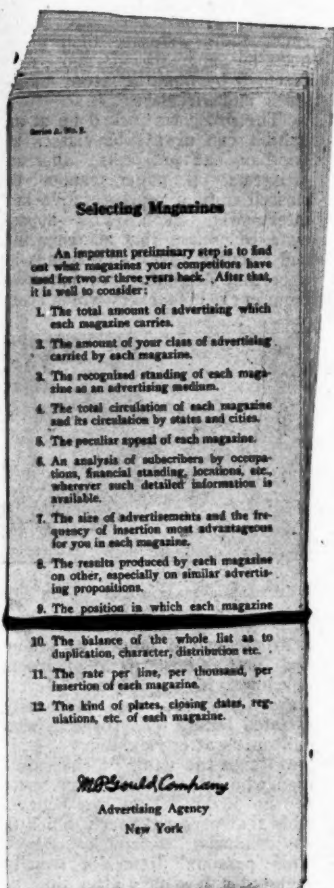
### CAMPBELL TO LEAVE IVORY SOAP

J. M. Campbell, for some years advertising manager of Procter & Gamble, of Cincinnati, makers of Ivory Soap, has resigned his position with the company, the resignation to take effect December 31. He has made no new connection and is in no hurry to do so. He has a number in prospect and is inclining toward the agency field. An announcement may be made at an early date.

Mr. Campbell's resignation is a surprise to the advertising world, but it may be said that the severance of relations takes place with good feelings on both sides and that he will carry with him into his chosen field the best wishes of his associates and superiors in the company.

The current advertisements of Ivory Soap showing new or hitherto unsuspected uses for the product are considered to have been one of the biggest hits ever made by the manufacturers and credit for the conception as well as the execution of the campaign belongs to Mr. Campbell.

# 20 Advertising Cards



¶ There are 20 cards in the set. Each card contains condensed data referring to a special subject. No. 2, reproduced herewith, indicates the general style of all the cards. Other topics discussed are, "Sampling," "Changing Copy," "Distribution," "Relation of Sales to Advertising," "Local Advertising," "Selecting Newspapers," "The Rate Unit," "Half-Baked Advertising," "Advertising Agency Services," "Printing Requirements," "Morning Papers," "Evening Papers," "Sunday Papers," "Art in Advertising," "The Problem of Plates," "Price Demoralizations," "Agency Responsibility," "The Five-copy Order System."

¶ These cards are made up of clear concise statements designed to be of real service in working out advertising problems. These cards are now generally conceded to be a valuable addition to the literature of advertising.

¶ A set of Series A Advertising Data Cards can be had by any general advertiser who will write for it on his business stationery, provided the writer signs his official title or position.

## *M.P. Gould Company*

Advertising Agency

31 East 22d Street, New York

## MAKING THE MOST OF EXHIBIT ADVERTISING

DISPLAYS AT BUSINESS SHOWS, EXPOSITIONS, ETC., COUNT MOST WHEN MADE ORGANIC WITH THE PRINTED AD—HOW SOME SUCCESSFUL CONCERNS HAVE DONE IT—MAKING THE MOST OF INQUIRIES AT THE BOOTH

*By Chalmers Lowell Pancoast.*

The exhibit advertiser is growing long-headed. Once he could not be rated appreciably above the "puller-in" type that rented a booth for the sale of goods on the spot and then flitted away to some other scene of action.

To-day he is cannily linking his exhibit work with the advertising he may be doing in magazine, newspaper or street car.

No one who has chanced to visit industrial expositions, large and small, can have failed to note the great improvement in method followed. Go to a land show in Chicago or a business show in New York and you will find the sections occupied by concerns who, indubitably, are among "our very best advertisers." Each has kept an eye open to the good methods of the others so that the resulting total of "know-how" has been materially increased. A description of how some of the most important of them do it may be suggestive.

As a "medium," the exhibit is becoming increasingly valuable, for the fashion of attending shows of the business variety is growing. Thus there is an increasing audience which may be counted upon by the advertiser—an audience, too, which geographically is widely scattered.

The Addressograph Company, a national advertiser, has worked out pretty clearly an excellent method of following out the "Exhibit" advertisement.

W. K. Page, advertising manager, said that their exhibit at the Chicago Municipal Show should prove a very profitable investment if the salesmen's reports "come true."

"We figure that the prospects we picked up there cost us about

\$2 apiece," said Mr. Page. "This might seem high in comparison with other forms of advertising, but when you take into consideration the fact that each prospect has been personally interviewed and the machines actually demonstrated to him they are many times more valuable than prospects on paper—that is, those represented by inquiries from magazines and circulars.

"The prospects picked up at an exhibit can always be classed as good or bad prospects; whereas, prospects on paper cannot be classed until a representative has interviewed them. You appreciate, of course, that all magazine and circular advertising brings in a certain percentage of inquiries from curiosity seekers which costs



PYRENE DEMONSTRATES THE ACTUAL USE OF THE APPLIANCE

a great deal of money to follow up. This is not true of prospects developed from exhibits. We always follow up with personally dictated letters the prospects who call on us at our exhibit. We always sign the name of the salesman who interviewed the prospect to the letter. This, we believe, adds that personal touch which is so conducive to quick results. This personal letter is usually sent out a few days after the exhibit closes. Many follow-ups go out after this personal letter and the representatives in the respective territories are instructed to keep constantly in touch with the prospects.

"Of course, we are continually advertising in all of the business magazines, and in a few of the general magazines, so you can see we link practically all forms of

# WATCH YOUR SUCCESSFUL COMPETITOR

Advertisers in every line are making their campaigns successful by advertising in the progressive newspapers of

## THE SOUTH

**"The Most Prosperous Section of the World"**

It will pay every advertiser to send for some of these papers. Look them over carefully. You will be surprised to see how many National Advertisers now use Newspapers exclusively to reach the South's prosperous millions.

The following aggressive Southern Newspapers have a combined circulation of a million!

### ALABAMA

Birmingham Ledger (E)  
Mobile Register (M & S)  
Montgomery Advertiser (M & S)

### FLORIDA

Jacksonville Metropolis (E)

### GEORGIA

Albany Herald (E)  
Atlanta Constitution (M & S)  
Atlanta Georgian (E)  
Atlanta Journal (E & S)  
Augusta Chronicle (M & S)  
Macon News (E)  
Macon Telegraph (M & S)  
Savannah Morning News (M & S)  
Savannah Press (E)

### KENTUCKY

Louisville Courier-Journal (M & S)

### LOUISIANA

New Orleans Item (E & S)  
New Orleans Picayune (M & S)  
New Orleans States (E & S)  
New Orleans Times-Democrat (M & S)

### NORTH CAROLINA

Charlotte News (E & S)

### SOUTH CAROLINA

Charleston Post (E)  
Columbia State (M & S)

### TENNESSEE

Chattanooga News (E)  
Chattanooga Times (M & S)  
Knoxville Journal & Tribune (M & S)  
Knoxville Sentinel (E)  
Memphis Commercial Appeal (M & S)  
Memphis News-Scimitar (E)  
Nashville Banner (E)

### TEXAS

Houston Chronicle (E & S)  
San Antonio Express (M & S)

### VIRGINIA

Richmond Journal (E)  
Richmond News Leader (E)

advertising with our exhibit advertising."

"The most practical method of advertising fire extinguishers," said Jirah D. Cole, president of the Pyrene Fire Extinguisher Company, "is to demonstrate the actual use of the appliance from a display booth."

During the show of towns and cities, three men were engaged to show the public how to use these fire extinguishers and explain the action of the chemical on the fire and surroundings. A small electric motor was kept running and electric lights burning in the liquid to prove it had no ill effects on machinery.

Pieces of paper were set afire and then extinguished before the interested spectators by squirting the liquid extinguisher on it.

In this way a seven dollar proposition was successfully advertised to the crowds that thronged the exposition daily.

The demonstrators worked on a stage hung with posters, signs and a display of the various styles of extinguishers. This exhibit was considered more of a factor in advertising the fire extinguisher than it was as a place of actually selling the appliance. The booth equipped with signs, appliances, and demonstrators represented a layout for an advertisement just a little different from the kind to which the public was accustomed to seeing.

In another booth, The Strauss-Basculle Bridge Company of Chicago advertised a proposition ranging from \$150,000 to \$200,000, by means of miniature models of bridges.

These models represented railway bridges, highway bridges and bridges of every description. Mr. Kaufman, the bridge expert, in charge of this advertising exhibit, had the advantage of operating in a space hung with beautifully colored pictures of work successfully accomplished in all parts of the world. The booth represented a living advertisement. The space was filled with every element of a good advertisement plus the human equation.

Mr. Kaufman said he believed that exhibit advertising was an

excellent method of presenting an argument and having it clearly understood. He defined the exhibit ad as a combination of a display ad and a salesman's talk. The results received during the show proved that when a visitor left the booth he had seen the bridge operated, heard its construction and operation intelligently described and had seen actual photographs of bridges in practical use. This display, taken in its entirety, was a big, attractive and convincing advertisement.

The Green Engineering Company exploited another big proposition—a fifty thousand dollar proposition. This was advertised by means of a small model, which explained the thing being offered



SHOWING MINIATURE MODELS OF BRIDGES

almost at a glance. In fact, the show visitor obtained a better idea of how the smoke problem might be solved than could be obtained by visiting a plant where the automatic stoker was being operated on a large scale. The small model of a chain grate for regulating the burning of coal attracted attention because it was something novel and its construction was so cleverly executed that it excited interest and admiration. This gave the demonstrator an opportunity to explain what the model represented, how it solved the smoke problem, and why its use protected the health and property of a community.

Civic experts, city officials, and men interested in municipal progress were thus induced to investigate a proposition involving thousands of dollars through a small model, which was perfect in detail, easily seen, quickly under-



stood and readily appreciated.

The American Park Builders, an organization for planning and building parks and playgrounds, advertised its methods of designing and constructing parks through small clay models, drawings, photographs, and water color designs.

The artistic design of this exhibit convinced the sightseer at a glance that these men were versed in their profession, that they knew the needs and requirements of a city, that they knew how to design and build parks. Every feature of the exhibit was designed as a large advertisement to carry a definite message to



A SINGLE LINK IN A LONG CHAIN OF PUBLICITY

show visitors. The arrangement of decorations, pictures, drawings, models of parks and playgrounds evidenced the fact that these experts knew how to solve the city park problems.

Ward Garrett, assistant advertising manager of the Burroughs Adding Machine Company, who has charge of the Exhibit or Show work, said, regarding "Exhibit" advertising: "Our method of handling the Show proposition is this: We endeavor to get a record of various callers at our booths who are in any way interested in our product. Wherever we can we make arrangements to send them some piece of advertising matter which is too good to give away as a souvenir, but which we are glad to give to anyone interested.

"We then treat these inquiries the same as we would inquiries secured from other sources, and try to keep a check on any returns. This means that at the

## THE HOUSEWIFE

has a subscription list that equals its guaranteed circulation—if there is any virtue in a paid-for circulation—**HERE IT IS.**

has a subscription list that is addressed, in more than 95% (practically 100%) "Mrs."—if there is any virtue in an introduction to a home through its head—**HERE IT IS.**

has a subscription list that is achieved by club raisers enlisted from its own ranks—if there is any virtue in a circulation that grows from within—**HERE IT IS.**

has a subscription list that nets practically the full subscription price—if there is any virtue in a circulation achieved without cutting subscription rates—**HERE IT IS.**

Such a subscription list offers the maximum value for the advertising of suitable propositions.

## THE HOUSEWIFE NEW YORK

Circulation  
400,000 guaranteed

Advertising Rate  
\$2.00 per line

end of six months or thereabouts we go over our lists and see if any sales have been made to concerns whose representatives called at our booth. This is about the only way in which the returns can be gauged, and, of course, where the people who come are people we are thoroughly in touch with, anyway, it is hard to say that any credit is due to the show.

"As a rule, people do not want to be educated in the evening. If they go to a show they go for amusement, and there is hardly anything exhibited in a show but that manufacturers are glad and willing to exhibit in the prospect's office. A few trade shows, notably the Master Mechanics and Master Carbuilders' Show at Atlantic City each year are wonderful affairs, and well worth the time of any manufacturer of articles used by the railroad industry. Even so, however, it is hard to trace enough returns from these shows so that one feels justified in continuing to spend vast sums of money to put them on."

"Our Exhibit at the Municipal show," said W. D. Matthews, chief surveyor of the Chicago Board of Underwriters, "was of an educational character and for the purpose of distributing printed matter relating to fire losses and fire prevention. As we had nothing to sell we are not in a position to say what results we have accomplished. The people who stopped long enough to learn the reason for our display were usually interested and anxious to read our circulars. We believe the exhibit advertising booth is always convincing if made attractive and interesting."

"Our exhibit attracted considerable attention, especially from the school children on account of the numerous bubbling cup drinking fountains. A child you know will take to water like a duck," remarked F. E. Hutchins, of James B. Clow & Sons, Chicago.

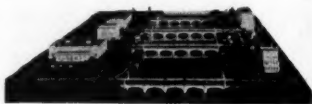
"It is pretty hard to state results, as some shows pay better than others. It cost us several hundred dollars to arrange our booth at the Municipal show.

"We have exhibited at annual gas appliance shows, and the re-

sults have been most satisfactory. In fact, it has been necessary for us to have five or six salesmen at the booth in the evening to answer people's questions. In this way our salesmen become better acquainted with customers."

The object of this concern as of many others in making exhibits is to secure a better and clearer understanding of a line or proposition, secure a more up-to-the-minute list of prospects, and enable salesmen to broaden their acquaintance with possible buyers.

C. J. Foster, secretary of the Kelly-Springfield Road Roller Co., of Springfield, Ohio, is a strong



DES MOINES' EXHIBIT IS PART OF ITS PUBLICITY SCHEME

advocate of Exhibit advertising. He says: "We find that suitable opportunities for effectively exhibiting and advertising our steam or gasoline rollers are rare, and we usually select World's Fairs, State Fairs, and such conventions, congresses or shows as are attended by public officials, street and road contractors, and advocates of good roads.

"We manufacture such a large line of steam and gasoline road rollers that to exhibit our full line would require a long freight train for transportation and a large-sized building to house the exhibit. We, therefore, select a few machines of average size to represent our line.

"Realizing that an exhibit is more attractive when the machinery is in motion, we always try to arrange for electric or compressed air power for operating the steam rollers when in the building. When it is possible to make an outdoor display, we endeavor to show the road roller on actual road work. Experienced salesmen and engineers look after our exhibit, furnishing printed matter to interested parties, answering all inquiries and gather-

# Publishers

## Have Found It Pays to Practice What They Preach

Nearly every publisher preaches Advertising.

The most successful ones **practice** it.

They advertise their publications to the national advertisers of the country through the pages of PRINTERS' INK.

The national advertisers, advertising managers and advertising agents who read PRINTERS' INK are men who **believe in advertising**—and believe in publications that advertise themselves.

It has become a habit with these men to turn to the advertising pages of PRINTERS' INK to see what live publications have to say about themselves.

Do they find any information about **your** publication there?

Moreover, Mr. Publisher, do you keep your publication before these men right along—or only advertise it occasionally?

Remember, you preach **persistent** advertising—because you know it is the only kind that **pays**.

Then practice it—make a contract for regular space in PRINTERS' INK throughout 1912—and you'll find it will pay **you** as well.

The sooner you make that contract, the better position you will secure.

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**Printers' Ink Publishing Company**  
12 West 31st Street                      New York City

ing information concerning prospective dealers. The results have been satisfactory, and we expect to devote considerable attention to exhibit advertising in the future."

"The Dictaphone is one of the most widely advertised products of the Columbia Phonograph Company," said E. A. Parsons, manager of the Chicago branch. "And as a part of the general plan of publicity adopted by the Dictaphone company, space is taken in all business shows and other exhibits of a similar character which bring together business and professional men.

"These exhibits are regarded as opportunities to weld another link in the chain of publicity. Magazine advertising, newspaper advertising, trade paper publicity, special circulars, personal letters to prospects, are linked with this special exhibit, and all tend to sustain interest in the public mind.

"Such exhibits, however, give a more definite opportunity to come in contact with the business man, and others interested in 'dictating' machines. Visitors within the doors of exhibitions of this kind are not always primarily interested in any one special thing. Sometimes free tickets are distributed, and people go because they have an opportunity at the cost of carfare to spend an evening out. Others go with the deliberate purpose of seeing certain things that are exhibited, after which they walk around and relax, seeing things.

If they see the Dictaphone or any special article under such conditions, the mind is free to receive the impression. They also remember having seen advertisements elsewhere, or having seen the machines in some office, and linking the impressions, they immediately become specifically interested and ask questions. A demonstration is made, a test of the voice is given, a souvenir voice-record is handed to the inquirer, literature is given, and thus another name is added to the register, which is kept at hand for permanent record, this name being followed up afterwards by

additional literature or personal visitation.

"The follow-up plan is very simple," said Mr. Parsons, "and ordinary methods used usually bring such results as clearly establish the value of such exhibitions. It is not unusual to take orders directly at such shows, but as demonstrations are nearly always required by the prospect, definite results are not always traceable directly to the exposition. We feel the good effects of these expositions, however, in revival of business, revival of interest, telephone inquiries, and greater familiarity of the general public with the name and looks of the thing exhibited."

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#### "WRITE-UP" PUBLICATIONS WORTHLESS TO ADVERTISERS

The censor committee of the St. Louis Advertising Men's League made its first report at the league's dinner, October 18. The committee was detailed to keep a watch on advertising schemes in St. Louis, and to report on methods of advertising which it regards as without effectiveness. In this class the preliminary report puts certain local publications whose contents consist mainly of write-ups and whose contents are little changed from day to day. The committee classes programme advertising worthless, except that placed in programmes of regular theatres. It classes the annual police benefit as the "big hold-up of the year" from an advertising standpoint, and says that advertising in the programme of the Police Relief Association is worthless.

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#### MAIL-ORDER BUSINESS UNAFFECTED BY BUSINESS DEPRESSIONS

President William Galloway, of the William Galloway Company, of Waterloo, Iowa, makes an interesting comment upon the character of the mail-order business in a letter accompanying a circular offering \$500,000 of the company's bonds for sale. He says:

"There are two facts strongly evidencing the stable character of our business, which I particularly desire to emphasize. In the first place, panic times and periods of trade depression do not materially affect our volume of business, as, under such conditions, people who do not usually patronize a mail-order house do so for reasons of economy. In prosperous times, regular mail-order buyers spend more freely, and thus our volume of sales is automatically maintained irrespective of general conditions."

The company makes high-grade agricultural implements which it sells by mail for cash.

**T**HE circulation of The New York Press  
is in excess of 105,000 copies per day,  
net paid.

JOHN A. J. FENTON,  
Circulation Manager.

*Sworn to before me this 31st day of October, 1911.  
H. D. HALSEY, Notary Public.*

## The New York Press

OVER 105,000 NET PAID CIRCULATION

**Q** SUCCESSFUL ADVERTISERS USING THIS  
PAPER FIND THE READERS TO BE MEN  
AND WOMEN WHO BUY. ARE YOU SELL-  
ING THEM? IF NOT, LET'S TALK IT OVER.

E. H. RANDOLPH, Advertising Manager.

## EVERY READER OF TOWN & COUNTRY

is an interested one. TOWN & COUNTRY stands alone in its field. It is a clean, up-to-date weekly social journal and the only one of its kind published in the U. S. A. Founded in 1846, its prestige is established. Its advertisers get in touch with the big buying power of the country, a field well worth cultivating, as is proven by the fact that TOWN & COUNTRY has always stood near the top, many times being second only to the great Saturday Evening Post, and for October it stands fourth on the list of weeklies on the basis of quantity of advertising carried. Our assistance in making up appropriate copy and designs is always at our advertisers' disposal. Rate \$.35 per line; discounts, etc., on application.

### DON'T FORGET

the big Christmas Annual of December 9th. Forms close December 2nd.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, Nov. 9, 1911

## The Right of Business Privacy

A certain advertising manager of ability is on the point to-day of winning a long and trying double-headed campaign—that with the public, to get it to buy his firm's goods, and that with the head of his concern, who was bred in the school of "trade secrets."

When the advertising manager consented to take his present position, the president closed the door of his office, looked carefully around for any possible unstoppped keyhole, lowered his voice almost to a whisper and delivered himself thus:

"Mr. A., I must caution you against revealing to our competitors any information about our sales methods. We have been working nearly a hundred years to build up this house and we simply can't afford to educate others in the same line of business. So be careful in your advertising and conversations."

Thus handicapped, the advertising manager undertook his task of, first, making a profit from the advertising expenditure and, second, of proving to the president that the modern way is direct attack upon the chief problems confronting sales, letting your competitors benefit as they may from a good educational campaign. To do this has taken five years but at last the president has reluctantly consented to give more rein and more money to his director of advertising. It has been hard for him to change the ingrained habit of a life-time but the results of the first careful campaigns have impressed even him.

A year and a half ago a big soap house brightened up its former drab packages, and began a process of rejuvenation. The sales manager sketched his plans in great detail to a representative of PRINTERS' INK, who then expressed his surprise that he was thus willing to show his hand to the world in general. That gentleman answered:

"People are only just beginning to use soap and cleaning products. There is a great margin of demand yet to be developed. One of these days the average family will be using 50 per cent more soap than now. This demand can only be developed by educational advertising. Great as are the resources of this old house, it is not powerful enough to carry on this work single-handed. We welcome the co-operation of our so-called competitors. *They are rather our co-operators in educational work.* Besides, if any firm can get an idea from us, they are welcome. They haven't our resources, our experience, our proved capacity for initiation and our prestige."

Worship at the musty shrine of secretism is to blame for much of the trouble being visited upon the great corporations. The question of publicity has become a burning one. Some broad-minded progressive men figuring in the control of corporations have read aright the signs of the times and are ready to lift the lid from their gigantic enterprises and bid the



public to look. Others cling to the old "right of privacy," complaining bitterly the while of governmental inquisition.

George W. Perkins, former partner in the banking house of J. P. Morgan & Co., is one preaching earnestly for publicity. William Wood, president of the American Woolen Company, seems to be on the other side of the fence.

Says Mr. Perkins: "The acts of modern man influence the four corners of our nation, as the ripples from a stone wash the shores of a quiet lake." Referring specifically to publicity, he continues:

The citizen naturally wants to know, and certainly has the right to know, through the activities of the Government, all about the operations of a corporation in which he may have money invested or which deals in commodities affecting his daily life.

I am satisfied that such knowledge would satisfy the citizen and make him more appreciative of the need of corporations. It would stop corporate abuses and lead to that condition of business honesty, which is more apparent to-day than it has ever been.

Attempt to sweep the country back into the old era of competition, the direct consequence of the vigorous enforcement of the Sherman law, and there will return the evils of deceit and fraud in business, violent fluctuations in prices, the deliberate driving to the wall of weak concerns, and the eventual creation of monopolies by survivors.

Contrast this with the following recent statement of Mr. Wood: "A large portion of the business of a great corporation, no less than a small corporation, a firm or an individual merchant, is necessarily and properly of a confidential character."

He was pleading for the government, i.e., the people's agent, to "let up" and give the poor trust a chance. One naturally wonders why some of the big captains of industry themselves don't give their corporations "a chance."

Through the stocks they hold, the public are partners in most of the great businesses. Being partners, they naturally resent being shut outside the closed doors. If they can't press the button they would at least like to know the general drift of doings in the business in which they have a proprietary share.

The "captains" would do well to ask themselves whether the old revered "right of privacy" still obtains as a justifiable tenet.

The greatest of the sales organizations of the world lets the public know all about itself. That is the National Cash Register Co. The only "secret" room is that where the patents are kept. Otherwise visitors may ask and get answers to any questions.

"They could even find out President Patterson's salary," said an N. C. R. man recently, "if they should ask him."

Can any director of business, big or small, prove that the policy of secrecy is so productive of results as the policy of publicity?

PRINTERS' INK says:

*The easiest way to be fooled is to fool yourself; every man knows that from experience.*

### The English Language

In describing a real estate advertising campaign, a writer connected with an advertising agency through which the business was placed thus comments upon his cute little dodge for winning attention.

You will notice that in the opening ads there are several glaring grammatical errors. All of these except one were inserted purposely. They had the desired effect. School teachers, professors, business men and a host of others kept the telephone busy calling attention to these grammatical inaccuracies.

PRINTERS' INK has little patience with this device for attracting attention. Just as in the advertising of automobiles it is not wise to tell of accidents in which deaths or serious injuries resulted no matter how well the car came out of it, so it must be apparent that upon the minds of many possible purchasers of real estate—people of good breeding and means—these "glaring grammatical errors," will produce a jarring effect that will militate against the proposition.

The copy-writer who resorts to such freak attempts to secure attention practically confesses that he is unable to write strongly

enough in the normal way to flag and hold the passing eye.

Attention value is only one of several desirable elements in copy. An ad may bring you "to attention" like an unexpected slap on the back, but if it doesn't then follow up the advantage by presenting some pointed, sane information, in conformity with the rules of good taste, it fails, as a rule.

Even advertising copy can ill afford to flout the social conventions. It would lose more than it would gain.

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PRINTERS' INK says:

*It is always profitable to have people discover that your proposition is better than it first appeared.*

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### **Frankness Justified**

The sales manager of a concern making a rather complicated mechanical device sent out a letter to each of his salesmen, bearing this pertinent query: "Why didn't you make the sale? For your own benefit, and ours, write me fully and frankly just *why* you fell down."

One of the recipients, taking his manager at his word, did. This is part of his letter:

"I fell down hard on my last sale because I didn't know how to operate the machine. You have been filling us so full of ginger-up, get busy, and boost dope, that we haven't had a chance to learn anything about the goods."

PRINTERS' INK rather suspects that the reason such conditions exist lies in the fact that it is so much easier to sit down and write "boost dope" than it is to go out and dig up facts. It is at least worthy of notice that the salesmen's literature sent out by the most successful specialty houses places the emphasis on the goods, and draws sparingly on the stock of ginger-up platitudes.

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PRINTERS' INK says:

*The reason some men stay small is because they are afraid to do anything big lest somebody else get the credit for it.*

### **Property Rights Untouched**

PRINTERS' INK has heard many comments upon the case of the American Tobacco Company vs. the Old Indian Snuff Mills, which was noticed in a previous editorial. The maxim that he who seeks equity relief must come with clean hands was held by the defendants to constitute a bar to the proceedings against them, since the Tobacco Trust had been adjudged a combination in restraint of trade.

It appears to be the opinion of the best legal authorities, however, that the maxim applies only to the points at issue in a particular case, and the fact that the complainant might be under the law's displeasure with regard to something outside the case immediately under consideration, would not affect his rights in the case. Just as when a man is guilty of murder, that circumstance gives nobody the right to deprive him of his property.

And the fact that the American Tobacco Company is an illegal organization, we are informed, gives no right to anyone to appropriate its trade-marks, or any other property.

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### FROM SEAMAN TO HOWLAND- GARDINER-FENTON

The Howland-Gardiner Advertising Agency, of New York, has been strengthened by the admission to the firm of R. L. Fenton, for over eight years connected with Frank Seaman, Inc. The former agency will change its name to Howland-Gardiner-Fenton. The accounts personally handled by Mr. Fenton at Seaman's are as follows:

Simpson-Crawford Company, New York (Mail Order).

Siegel, Cooper & Co., Chicago (Mail Order).

John Forsythe, New York (High Class Retail).

Pyrene Mfg. Co., International Campaign (Fire Extinguishers).

J. & M. Cohn, New York and Paris (Waists and Costumes—Wholesale).

De Long Rubber Corset Co., New York.

Wm. S. Kinsey & Co., New York (Fifth Avenue Linen Store).

Woman's Garment Company, New York (Mail Order).

These accounts aggregate possibly in the neighborhood of half a million dollars annually and it is expected that they will follow Mr. Fenton in his new connection.

## To Any Large Manufacturer:

Do you want a thoroughly competent man as Purchasing Agent?

One who has sold goods as well as bought them?

One who has already made most of the common mistakes, and profited thereby?

One who wins the confidence of salesmen and of their houses?

Who keeps the detail of his Department cleaned up and its records in order without red tape?

Who can make others work and get results?

We know such a man and should like to see him well placed.

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**FRANK PRESBREY COMPANY**

3 West 29th Street

NEW YORK

# MAYOR GAYNOR AD- DRESSES LARGE MEET- ING OF NEW YORK AD MEN

"The development of advertising in the past fifteen years has been remarkable; more so than anything I know of in the way of business endeavor." Thus Mayor Gaynor of New York characterized the success of the industry in which his hearers were engaged, in his address at the regular monthly dinner of the Advertising Men's League of New York City at the Aldine Association, November 2.

"We are engaged," said the Mayor, "and have been for several years, in the work of passing laws to regulate commerce and yet all the laws passed could not have been better contrived to hinder it.

"The same session of the Legislature that passes laws to enable one corporation to own the stock of any number of corporations and thereby unite all these corporations into one combine or trust, as it is called, will pass some flaming anti-trust law to forbid combinations and trusts altogether."

The speaker devoted a part of his talk to the consideration of the question of honesty in advertising, quoting Shakespeare, "Oh, what a goodly outside falsehood has." "They say," he said, "that 'truth with a leaden heel chases falsehood and never catches up to it,' but I do not think that is so. I know it takes an awful long time sometimes for us to catch up with a falsehood and grab it by the back of the neck. But as things mainly come in this world I think the truth has the best of it all the time, and you people take the truth and put it in attractive form, so that people read it."

The Mayor thought the ad writers had a very good literary style and told how he found it necessary to turn from his perusal of the "turgid" articles of Dr. Lyman Abbott in the *Outlook* or the jokes of *Life* to

the advertising pages for relief and, "I get it immediately," he said.

Members of the League and their guests numbered over 300. This is the largest attendance of any of the regular meetings of the league, and for this Mr. Ingersoll, in answering an inquiry of Mr. Gibbs, gave the credit to the announcement in the last issue of *PRINTERS' INK*.

William H. Ingersoll, president of the League, acted as toastmaster, and in addition to that by Mayor Gaynor, toasts were responded to by E. D. Gibbs, sales-manager of the Ketterlinus Lithographic Manufacturing Company of Philadelphia, who discussed "Linking the Advertising and Selling Departments in the Business Chain," and S. Roland Hall, principal of the advertising course of the International Correspondence Schools of Scranton, Pa., who spoke on "Marketing Education Among the Masses." Mr. Hall's address appears elsewhere in this issue.

## R. M. BARKER WITH CHASE MOTOR TRUCK

Robert M. Barker, who recently resigned from the Collin Armstrong Advertising Company, has accepted a position as advertising manager of the Chase Motor Truck Company, of Syracuse, N. Y. Mr. Barker was with Albert Frank & Co. for four years and a half and previous to coming to New York was for several years head copy man and assistant advertising manager for Swift & Co., Union Stock Yards, Chicago, Ill.

## B. L. CHAPMAN RETURNS TO NEW YORK

It is announced that Bertrand L. Chapman, formerly assistant advertising manager and circulation manager of *Everybody's Magazine*, has disposed of his controlling interest in the *New England Magazine*, of Boston, and joined the business staff of the Butterick Company. Frederick W. Burrows, for several years the editor of the *New England*, is now publisher as well.

The Ad Men's Club of Lynchburg, Va., at its meeting, October 27, had an extensive discussion in regard to the practice of fraudulent advertising and fraudulent sales. The club appointed a committee to look into the advisability of securing legislation prohibiting this nefarious practice for Virginia.

# EFFICIENCY BOOKS

## Efficiency

By Harrington Emerson

This famous book contains the fullest and first complete statement of management and operation under the Efficiency or Individual Effort System. It should not be in the library, but on the desk of every man who has at heart the efficiency and welfare of the business with which he is connected.

Many roads lead to advertising knowledge. You will find in Emerson's Efficiency a road bristling with ideas that can be adapted to practice. Mr. Wm. H. Ingersoll, of Robt. H. Ingersoll & Bro., says: "For Emerson's Efficiency I would not take a thousand dollars if I couldn't replace it. It ought to be considered indispensable to any business man." (Printers' Ink, Jan. 19th.)

172 pages, 12mo., Cloth Binding, \$2.00 prepaid.

## Work, Wages and Profits

By H. L. Gantt

A complete explanation of Mr. Gantt's practice in reducing production costs. This book carefully considers questions which are too frequently overlooked by those who are striving to increase production and profits.

12mo., 200 pages, Colored Charts, Three Folding Plates, Cloth Binding, \$2.00 prepaid.

## Profit-Making Management

By Charles N. Carpenter

This is a concise expression of the methods which Mr. Carpenter has developed and constantly uses in his own practice. They have been tried and perfected under the stress of daily operation in the course of his experience as supervisor, manager, head of the Labor

Department and president of various large manufacturing plants, notably the National Cash Register Co. and the Herring-Hall-Marvin Safe Co. It bears throughout the stamp of tried, practical success.

Octavo, Cloth Binding, \$2.00 prepaid.

## Industrial Engineering

By Charles B. Going

Managing Editor, The Engineering Magazine

It is the RIGHT book from which to start the investigation of what modern industrial science is doing and can do for increased efficiency in supervision and production.

192 pages, 6x9, \$2.00 prepaid.

## The Principles of Scientific Management

By Frederick W. Taylor

Mr. Taylor believes that the man is the main thing in industry. He would have a science of management, based upon a thoroughgoing, scientific study of the man at his job.

Octavo, cloth, \$1.50 prepaid.

We are booksellers of live books on business, advertising and allied subjects, selling books from the list of any publisher who has a book worth your having.

We would like to tell you more about books worth while from the business man's standpoint, and upon request will send you complete descriptive catalog of the EFFICIENCY MOVEMENT books.

Any or all of the books on the above list will be sent postage or express prepaid upon receipt of price, or you can order subject to remittance upon receipt of books if you will use your business letterhead or send your card with this advertisement.

# J. J. HIGGINS & COMPANY

Business Books in Boston

53 STATE STREET, BOSTON, MASS.



The World's Work  
as it is. Flat  
opening smooth  
edges.

**P**HOTOGRAPHS showing how advertisements get 50% added efficiency from new, flat-opening binding of The World's Work. The magazine lies flat, and advertisements are framed with white margins, left and right pages are equally accessible, as they should be. Every page is comfortably read, like the pages of an Oxford Bible (with which, of course, you are familiar). The World's Work exhibits the longest advance step in magazine making in 25 years. The convenience of the "standard" size and it opens flat. We would proudly send you a copy of the improved World's Work if you have not already seen it.

## DOUBLEDAY, PAGE & CO.

GARDEN CITY AND NEW YORK

BOSTON

CLEVELAND

CHICAGO

The World's Work

is a

DIMENSION  
CIRCULATION

Magazine

The World's Work  
as it was.  
Half opening  
rough edges.





NOVEMBER MAGAZINES  
ADVERTISING IN THE LEADING MONTHLY  
MAGAZINES FOR NOVEMBER  
(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Cosmopolitan.....	162	36,288
Review of Reviews.....	156	31,944
Everybody's.....	145	32,609
McClure's.....	145	32,568
Sunset.....	130	29,120
Scribner's.....	123	27,852
Munssey's.....	122	27,319
World's Work.....	102	22,938
American.....	97	21,784
Century.....	93	20,944
Harper's Monthly.....	90	20,356
Current Literature.....	85	19,104
Pacific.....	68	15,450
Bookman.....	65	14,450
Popular (2 issues).....	63	14,168
Red Book.....	62	13,488
Uncle Remus's (cols.).....	72	13,612
Atlantic.....	60	13,496
Argosy.....	57	12,768
Success (cols.).....	61	10,303
Lippincott's.....	40	8,960
Pearson's.....	37	8,571
American Boy (cols.).....	42	8,478
Ainslee's.....	36	8,176
World To-Day.....	34	7,823
Metropolitan (cols.).....	44	7,517
All Story.....	33	7,455
Wide World.....	26	5,880
St. Nicholas.....	24	5,488
Blue Book.....	24	5,376
Smart Set.....	23	5,348
Boys' Magazine (cols.).....	28	5,102
Strand.....	21	4,760
Smith's.....	19	4,368

VOLUME OF ADVERTISING IN LEADING  
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

* Vogue (cols.).....	494	77,064
Ladies' Home Journal (cols.)..	185	37,100
Woman's Home Comp'n (cols.)	178	35,646
Good Housekeeping Magazine..	135	30,369
Delicater (cols.).....	131	26,306
Designer (cols.).....	119	23,863
Woman's New Idea (cols.).....	116	23,329
Modern Priscilla (cols.).....	133	22,504
Pictorial Review (cols.).....	107	21,400
McCall's (cols.).....	137	18,358
Ladies' World (cols.).....	91	18,200
To-day's Magazine (cols.).....	113	15,186
Mother's Magazine (cols.).....	99	13,860
Housekeeper (cols.).....	69	13,425
Woman's World (cols.).....	78	13,650
People's Home Journal (cols.)	64	12,912
Housewife (cols.).....	51	10,200
Harper's Bazar (cols.).....	46	9,213
Every Woman's (cols.).....	30	5,166

\* 2 issues.

VOLUME OF ADVERTISING IN LEADING  
MONTHLY MAGAZINES CARRYING  
GENERAL AND CLASS  
ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.).....	405	68,418
* Country Life in America (cols)	204	34,398
System.....	147	33,082
Motor Boating (cols.).....	153	25,830
Popular Mechanics.....	102	22,960
Yoting.....	59	13,244
Popular Electricity.....	57	12,768
House Beautiful (cols.).....	89	12,520
Suburban Life (cols.).....	72	12,225
International Studio (cols)....	89	12,320
Theatre (cols.).....	66	11,088
Business.....	46	10,364
Technical World.....	43	9,632

If you had to choose between displaying your goods in a store passed every month by 500,000 men, women and children in search of amusement; or --

-- in a store where 500,000 progressive business men came every month to carefully inspect all goods displayed; --

-- wouldn't you choose the second store?

\* \* \*

Every month 500,000 progressive business men carefully examine the display pages of **SYSTEM**, the Magazine of Business, in this very way; so --

For five years and five months, advertisers have used more display space in **SYSTEM** than in any other standard magazine.

Field & Stream .....	42	9,576
Craftsman .....	41	9,386
Outer's Book .....	38	8,624
Outdoor Life .....	37	8,400
Garden Magazine (cols.) .....	55	7,745
Recreation (cols.) .....	44	7,546
Travel (cols.) .....	43	6,020
Arts & Decoration (cols.) .....	40	5,600
Am. Homes and Gardens (cols.) .....	32	5,698
*2 Extension Magazine (cols.) ....	24	3,840

\*2 issues.

Independent (pages) .....	15	3,860
Illustrated Sunday Magazine .....	18	3,316
Churchman .....	21	3,230
Associated Sunday Magazines .....	17	3,218
Harper's Weekly .....	14	2,831
Scientific American .....	9	1,866

## October 29-31:

Associated Sunday Magazines .....	22	Colo.	Agate
Illustrated Sunday Magazine .....	16	Lines	Lines
			3,960
			8,010

## VOLUME OF ADVERTISING IN LEADING CANADIAN MAGAZINES

(Exclusive of Publishers' own advertising)

	Pages	Agate
		Lines
MacLean's .....	122	27,328
Canadian Magazine .....	118	26,432
Canadian Home Journal (cols.) .....	92	18,032

## VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR OCTOBER

(Exclusive of Publishers' own advertising)

	Colo.	Agate
		Lines
October 1-7:		
Saturday Evening Post .....	178	30,407
Collier's .....	82	15,746
Literary Digest .....	93	13,025
Independent (pages) .....	34	7,616
Life .....	52	7,393
Town and Country .....	43	7,262
Christian Herald .....	39	6,630
Leslie's .....	29	5,906
Associated Sunday Magazines .....	23	4,300
Churchman .....	26	4,239
Youth's Companion .....	20	4,106
Outlook (pages) .....	15	3,500
Illustrated Sunday Magazine .....	16	3,050
Harper's Weekly .....	11	2,271
Scientific American .....	9	1,866

## October 8-14:

Saturday Evening Post .....	158	26,934
Town and Country .....	130	21,670
Collier's .....	75	14,408
Scientific American .....	68	11,669
Literary Digest .....	68	9,322
Life .....	49	8,327
Leslie's .....	29	5,955
Christian Herald .....	32	5,475
Associated Sunday Magazines .....	25	4,645
Outlook (pages) .....	20	4,492
Youth's Companion .....	20	4,094
Harper's Weekly .....	18	3,681
Churchman .....	15	2,516
Independent (pages) .....	11	2,464
Illustrated Sunday Magazine .....	13	2,350

## October 15-21:

Saturday Evening Post .....	166	28,324
Literary Digest .....	86	12,096
Collier's .....	80	11,467
Life .....	83	7,470
Leslie's .....	34	6,838
Town and Country .....	37	6,560
Youth's Companion .....	28	5,600
Christian Herald .....	32	5,472
Harper's Weekly .....	22	4,312
Associated Sunday Magazines .....	23	4,112
Outlook (pages) .....	16	3,696
Illustrated Sunday Magazine .....	19	3,500
Churchman .....	21	3,360
Independent (pages) .....	15	3,360
Scientific American .....	7	1,537

## October 22-28:

Outlook (pages) .....	125	28,000
Saturday Evening Post .....	157	26,708
Literary Digest .....	97	13,666
Collier's .....	69	13,212
Town and Country .....	50	8,500
Life .....	60	8,461
Leslie's .....	30	6,041
Christian Herald .....	36	6,002
Youth's Companion .....	20	4,160

## Totals for October:

Saturday Evening Post .....	112,373
Collier's .....	54,833
Literary Digest .....	46,109
Town and Country .....	43,962
Outlook .....	39,788
Life .....	31,651
Leslie's .....	25,879
Christian Herald .....	28,879
* Associated Sunday Magazines .....	20,235
Youth's Companion .....	17,950
Scientific American .....	16,938
Independent .....	16,800
* Illustrated Sunday Magazine .....	15,225
Churchman .....	13,245
Harper's Weekly .....	13,095

\*5 issues.

## REGAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

	Pages	Agate
		Lines
*1. Vogue (cols.) .....	494	77,064
2. Motor (cols.) .....	405	68,418
3. Ladies' Home Journal (cols.) .....	185	37,100
4. Cosmopolitan .....	162	36,288
5. Woman's Home Com. (cols.) .....	178	35,646
6. Review of Reviews .....	156	34,944
*7. Country Life in America (cols.) .....	204	34,398
8. System .....	147	33,082
9. Everybody's .....	145	32,669
10. McClure's .....	145	32,508
11. Good Housekeeping Magazine .....	135	30,369
12. Sunset .....	130	29,120
13. Scribner's .....	123	27,562
14. Munsey's .....	122	27,349
15. MacLean's .....	122	27,328
16. Canadian Magazine .....	112	26,432
17. Delineator (cols.) .....	181	26,306
18. Motor Boating (cols.) .....	153	25,830
19. Designer (cols.) .....	119	23,863
20. Woman's New Idea (cols.) .....	116	23,329
21. Popular Mechanics .....	102	22,960
22. World's Work .....	102	22,938
23. Modern Priscilla (cols.) .....	133	22,504
24. American .....	97	21,784
25. Pictorial Review (cols.) .....	107	21,400

\*2 issues.

## THE EDITION PROBLEM

CLEVELAND, O., Nov. 1, 1911.

## Editor of PRINTERS' INK:

Referring to the letter of Edgar A. Russell, of the Berkeley System Company, on page 69 of the October 26 issue of PRINTERS' INK.

The postal regulations would not permit variant parts of one edition, but each edition could be given a distinctive title, such, for instance, as "PRINTERS' INK—Lakes Edition," and a separate second-class entry secured for each such edition.

Many publications now have a regular edition which goes to subscribers and another known as the newsstand edition, both of which are entered as independent publications. As a general thing they do not vary, but if they should it would not be objectionable.

C. N. J.

Are you  
a "second  
hand"  
reader?

To-day  
Cosmopolitan  
has eight  
readers to  
every copy  
printed.

He who borrows  
your Cosmopolitan  
increases the value  
of your advertisement.

Cosmopolitan  
is the most begged,  
borrowed and stolen mag-  
azine, notwithstanding that  
its edition is the *largest*  
of any standard magazine.

Figures herewith,  
comparing the corre-  
sponding first ten months,  
show a steady, persistent  
gain for Cosmopolitan.

1911....	290,711	Lines.
1910....	279,688	"
1909....	261,062	"
1908....	221,605	"

The rate to-day—\$500 a page. Commencing with  
the March issue—\$600.



Mgr. Adv. Dept.

CHICAGO OFFICE:  
437 Marquette Building

Cosmopolitan Magazine  
381 4th Ave., New York City

# "PRINTER'S INK'S" FOUR-YEAR RECORD OF NOVEMBER ADVERTISING

	1911.	1910.	1909.	1908.	Total
Everybody's .....	32,609	33,472	41,664	35,420	143,165
Review of Reviews.....	34,944	33,824	41,888	32,249	142,905
McClure's .....	32,608	36,656	37,840	30,332	137,436
Cosmopolitan .....	36,288	34,000	35,083	27,703	133,074
Scribner's .....	27,552	29,680	38,161	22,154	117,547
Munsey's .....	27,349	29,344	29,438	26,922	113,043
Sunset .....	29,120	26,208	23,632	22,024	100,984
American .....	21,784	31,024	32,704	24,458	109,970
World's Work.....	22,938	28,000	31,007	26,534	108,479
Century .....	20,944	24,360	25,760	22,960	94,024
Harper's Monthly.....	20,356	24,972	22,900	20,240	88,468
Pacific .....	15,450	20,916	22,932	13,102	72,400
Current Literature.....	19,104	20,160	13,216	12,544	65,024
Uncle Remus's.....	13,612	12,350	18,830	15,520	60,312
Success .....	10,303	15,742	17,284	14,560	57,889
Red Book.....	13,888	14,336	15,232	14,336	57,792
Argosy .....	12,768	12,872	16,240	10,598	52,478
Atlantic .....	13,496	13,682	12,208	11,600	50,986
World Today.....	7,828	10,024	12,412	12,372	42,632
Pearson's .....	8,571	9,408	12,183	10,486	40,648
Ainslee's .....	8,176	10,528	9,184	10,822	38,710
Lippincott's .....	8,960	6,944	8,288	7,602	31,794
All Story.....	7,455	8,288	8,442	6,538	30,723
American Boy.....	8,478	8,200	7,260	6,700	30,638
Metropolitan .....	7,617	8,447	5,264	8,736	29,964
Strand .....	4,760	5,152	6,790	7,084	23,716
Blue Book.....	5,376	6,272	5,824	4,480	21,952
St. Nicholas.....	5,488	3,808	5,432	4,122	18,850

## WOMEN'S MAGAZINES.

*Vogue .....	77,064	47,124	47,586	46,449	218,223
Ladies' Home Journal.....	37,100	40,800	37,270	34,200	149,370
Woman's Home Companion....	35,646	34,700	28,600	22,028	120,974
Good Housekeeping Magazine....	30,869	30,128	28,448	21,412	110,857
Delineator .....	28,206	27,200	24,115	18,694	98,215
Designer .....	23,863	22,600	19,150	16,888	82,501
Woman's New Idea.....	23,229	22,400	19,000	17,446	82,175
Modern Priscilla.....	22,504	20,168	19,029	13,884	75,585
Pictorial Review .....	21,400	20,400	16,856	14,700	73,356
Ladies' World.....	13,200	19,867	18,667	14,009	70,743
McCall's .....	18,358	19,068	15,812	9,216	62,454
Harper's Bazar.....	9,213	13,000	14,112	12,027	48,352

\*2 issues.

## MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

Motor .....	68,418	66,042	55,440	39,816	229,716
System .....	35,082	32,502	35,128	35,224	137,936
*Country Life in America.....	34,398	42,290	30,132	21,778	128,598
International Studio.....	12,320	18,440	15,680	4,970	51,410
Outing .....	13,244	13,048	9,112	13,403	48,807
Suburban Life.....	12,325	12,039	9,804	10,027	44,195
Technical World.....	9,632	10,134	10,456	13,247	43,469
Theatre .....	11,088	12,200	10,363	9,188	42,839
House Beautiful.....	12,520	12,805	8,986	7,439	41,750
Field and Stream.....	9,576	11,022	10,472	8,806	39,886
Garden .....	7,745	7,354	7,700	7,821	30,620
Recreation .....	7,546	8,645	7,540	4,536	28,267
American Homes and Gardens...	5,598	5,470	7,000	7,108	25,176

\*2 issues.

## OCTOBER WEEKLIES.

Saturday Evening Post.....	112,273	127,330	111,270	71,586	422,459
Collier's .....	54,832	72,016	58,470	38,325	223,644
Outlook .....	39,788	47,524	55,114	34,850	177,276
Literary Digest.....	48,109	51,160	47,196	27,305	173,770
Life .....	31,651	30,320	23,565	12,496	98,032

Totals.....1,345,115 1,421,670 1,359,091 1,076,086 5,201,962

NOTE:—In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month, and in other years only four issues to the month.

# GOING UP

The following figures compiled from Printers' Ink records, showing the increase in net paid advertising carried in Sunset Magazine, are proof positive that advertisers realize the importance of reaching the people of the rich Pacific Coast Country, and realize that Sunset is the recognized medium through which to cover this territory.

	June	July	August
1910 .....	23,632	18,424	19,264
1911 .....	26,885	23,625	23,268
Gain .....	3,253	5,201	4,004
	September	October	November
1910 .....	19,152	20,888	26,208
1911 .....	24,104	29,036	29,102
Gain .....	4,952	8,148	2,894

**Average Gain 4742 Lines Per Month**

# GOING UP

Sunset circulation for 1912, 150,000.

Sunset has built up its circulation by building up and improving the Magazine itself. A sixty thousand dollar advertising campaign planned for 1911-12, and continued improvement of contents will mean 150,000 copies per month during 1912.

# GOING UP

At present the advertising rate of Sunset Magazine is \$150 per page, with liberal discounts for time and space. December 1st all discounts will be withdrawn and the rate will be \$150 per page.

If you are not acquainted with Sunset, send for sample copies.

## Eastern Offices :

New York 37 E. 28th St., W. A. Wilson, Manager  
Chicago

73 W. Jackson Blvd., L. L. McCormick, Manager.  
14 W. Washington St., S. O. Ralston, Representative

# SUNSET MAGAZINE

**Sunset Building**

**San Francisco**

**Wm. Woodhead, Business Manager**



**Gifts  
In  
Leather  
That  
Make  
Handsome  
and Lasting  
Advertisements**

There is no more powerful advertisement than an article which combines beauty and utility in a degree to insure its constant use.

To those advertisers who seek such articles for presentation to their customers

## The LEATHERSMITH SHOPS

offer the services of their artist craftsmen in the production to order of rich and novel gifts in leather.

Cigar cases, bill folds, pocket books, paper weights, memorandum book-covers, catalogue covers, etc., will be specially designed and executed. And even the least expensive articles wrought by Leathersmith craftsmen are done with an exquisite artistry which will cause them to be treasured.

Give us an idea of your needs and we will gladly submit suggestions, specimens and prices.

### Special Representatives



Chas. W. Schaffer, Jr.  
635 Hudson Terminal Bldg.  
New York

L. B. Newell  
170 Summer Street, Boston

R. E. Johnstone  
312 Caswell Block, Milwaukee  
J. A. Kerr, 414 Rockefeller Bldg., Cleveland  
MAIN OFFICE, 1833-35 Race St.  
Philadelphia, Pa.

### Recent Decisions of Interest to Advertisers

**Overstated Capacity of Pump.**—In a California case where a pump was sold with a warranty as to capacity and operation, it was held that on a breach of that warranty the buyer could rescind and recover the money paid.

**Where It Is Necessary to Return Merchandise.**—The Illinois Court of Appeals affirms the judgment of a lower court in which it was held that where the right to rescind a contract exists, the receiver of the merchandise must actually tender the return of it—that a mere offer to return does not constitute a tender.

**Be Careful About Absolute Right to Return.**—In *Dvorak vs. Prucha* (156 Ill. App., 514) it was set forth that the seller contracted to furnish an article satisfactory to the purchaser and conferred the right to return the article within a specified time if the article were not satisfactory. The court held that in such case the absolute right to return the article exists in the purchaser and that he could not be required to retain it though it might "be satisfactory to an ordinarily prudent man."

**When Instalment Payments Are Not Met.**—Time, says the court in an Illinois case, is ordinarily of the essence of a contract. Therefore, the failure to pay instalments that are due on merchandise delivered under a contract warrants the seller in refusing to proceed with delivery. But if the parties to the contract by conduct disregard the provisions as to the time of payments, time ceases to be of essence. *Hunter W. Finch & Co. vs. New Ohio Washed Coal Co.*

**Protection of Name of Bankrupt.**—In the New York case of *James Van Dyk Co. vs. F. V. Reilly Co.*, the decision of the Supreme Court is to the effect that a concern that purchases a bankrupt business with the right to use the name may be protected in that use, though it may not carry on its entire business under the bankrupt name, that it is not a fraud on the public to make such use of the name.

**Sold Out but Solicited Trade.**—A contract is breached, says the court in *Johnson vs. Blanchard* (116 P. 973, Cal. App.), where one sells his business under an agreement not to re-enter therein but afterwards solicits trade.

**Fraud of Salesman.**—In the case of *J. Weil & Co. vs. Quidnick Mfg. Co.* (80 A. 447, R. L. 1911) it is held that one signing an order for goods may avoid performance of the contract if the salesman used fraud to induce signing.

**Unsatisfactory Goods Must Be Returned Within Reasonable Time.**—In a decision by the Illinois Court of Appeals, it is set forth that the retention of unsatisfactory goods beyond a reasonable time may be construed as an acceptance and make the purchaser liable for the price.



## HALLOWELL LEAVES U. S. MOTOR TO JOIN LESAN

Announcement is made that Montgomery Hallowell, general advertising manager of the United States Motor Company, has resigned to join the forces of the H. E. Lesan Advertising Agency, of New York, where he will assist in the handling of the United States Motor Company advertising and in the broadening work of the Lesan Agency, a work for which, by long experience, he is eminently qualified.

Gridley Adams has been appointed to succeed him. Mr. Adams has been advertising manager of the Stoddard-Dayton division of the United States Motor Company, and is well known in the advertising field.

Mr. Hallowell's associates in the United States Motor Company advertising department tendered him a luncheon at Sherry's on November 1, and presented him a handsome mahogany cigar humidifier.

At the luncheon were: Alfred Reeves, general sales manager of the United States Motor Company, Gridley Adams, H. E. Lesan, E. M. West, W. McK. White, M. J. Adams, M. H. Newton, L. A. Van Patten, Berry Rockwell, F. E. Dayton, Harry Prudden and Joseph Kathrens.

Mr. Hallowell was for several years on the editorial staff of the Chicago *Tribune*, later with the National Cash Register Company, became Eastern manager of Lord & Thomas, and left that agency over a year ago to go with the United States Motor Company.

## DINNER TO HOWARD DAVIS

A dinner was given, October 30, in honor of Howard Davis, advertising manager of the New York *American*, by the members of the business department.

The dinner was a testimonial of the splendid manner in which Mr. Davis has conducted the advertising department of the *American*, and secured the heartiest co-operation of all his assistants in establishing new records for the volume of business carried.

Tributes were paid Mr. Davis in speeches by William C. Freeman, William H. Johnson, and others.

Elmer Helms was toastmaster, and in presenting Mr. Davis with a beautiful loving-cup, told of the opportunities young men have to-day in the newspaper business. He cited as an instance, that Mr. Davis only a few years ago was advertising manager of a small newspaper in a small city, and by persistent hard work became advertising manager of one of the largest newspapers in the country.

E. Avery Stevens, formerly with the Swetland Publishing Company, and for the past two years New York representative of the *Engineering Review*, has been appointed Eastern representative of the *Horseless Age* with headquarters in Boston.

Some people would buy *Buckeye Cover* twice as quick if it were twice as expensive. Prove up the cover design of your next Booklet or Catalogue on Buckeye Cover and you'll see why.

# Buckeye Covers

are now made in 16 colors, 4 finishes and 4 weights—the greatest variety as well as the greatest value ever offered by a paper mill.

Sample Book No. 1 shows Single Thick weights; Sample Book No. 2 shows Double Thick and Ripple finish. "Buckeye Proofs" show how to use them.

Any or all of the above sent free if requested on your business letter-head.



DEPARTMENT G

## The Beckett Paper Co.

MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848



Keep the cash register as Bright-and-shiny as a new dollar with 3-in-1

3-in-One so perfectly oils every delicate working part of cash registers that drawers won't stick or the intricate accounting parts halt or hesitate. It cleans and polishes all metal work, also wooden drawers. Positively prevents tarnish. Contains no grease or acid. Best for oiling, cleaning, polishing, preventing rust on adding machines, dating stamps, numbering machines, punches, etc.

Buy Big 8 oz. bottle—50 cts.; 3 oz.—25 cts.; 1 oz.—10 cts.

Send for **FREE SAMPLE** and Dictionary.

**3-IN-ONE OIL COMPANY**  
12 Broadway, New York



## ADVERTISING CAPITAL FURNISHED

I am in touch with a client who would finance the advertising and selling end of any meritorious proposition; prefer articles for the household, office or factory, handled through the trade or through the mails. Would consider any legitimate mail order proposition.

Address B. F. K.,  
1203 Majestic Building,  
Chicago.

### T. P. A'S BIG PROGRAMME

"The Advertising Managers' Assistants" are going to be discussed at the next meeting of the Technical Publicity Association of New York, which will be held at the Aldine Club, on November 9. It will be the second meeting to analyze the "Organization and its Divisions."

The analysts on this occasion will be H. N. McKinney, of N. W. Aye & Son; George H. Perry, formerly advertising manager for John Wanamaker, Siegel-Cooper Company, and Gimbel Brothers, and now an independent advertising agent and counsel in New York City; E. D. Gibbs, for over ten years advertising director and trainer of salesmen for the National Cash Register Company, and now sales manager of the Ketterlinus Lithographic Manufacturing Company, of Philadelphia; H. S. McCormack, president of the Business Bourse, New York; E. S. Babcox, advertising manager of Yawman & Erbe Manufacturing Company, Rochester, and Robert Frothingham, advertising manager of *Everybody's Magazine*.

### C. E. MILLER IN NEW POST

Hunton, Lorenzen & Woodman, special agents, have placed Charles E. Miller in charge of their New York office. Mr. Miller is a man of experience, having been in the advertising business for about fifteen years. At one time he was advertising manager of the *Boston Traveler*. He has also had several years of experience in the special agency field, so that he comes to his new position well equipped to handle it.

### WILBERDING-HAND COMPANY LOSE TWO PAPERS

It is announced that the Knoxville *Sentinel* and the Chattanooga *News*, which for some time have been represented in the foreign field by the Wilberding-Hand Company, will, after the first of December, be represented by Barnard & Branham.

### "WORLD'S" NEW OFFICIALS

Ralph Pulitzer, son of the late Joseph Pulitzer, was elected president of the Press Publishing Company, publishers of the New York *World*, at a meeting of the board of trustees held November 4. The other officers of the company are J. Angus Shaw, treasurer, and Joseph Pulitzer, Jr., secretary.

J. Milton Arbuckle, of Boston, said to be the only colored man in New England conducting an advertising agency, delivered an address on advertising recently before the Boston Negro Business League.

L. E. Levee, for many years secretary of the Dr. T. A. Slocum Company, Toronto, has recently been appointed to look after the Canadian interests of the J. W. Kidd Company, of Ft. Wayne, Ind.

## THE MAN WHO HAS NOTHING TO LEARN ABOUT ADVERTISING

Query: Does an experience of eighteen years qualify a man as a past master of advertising?

In PRINTERS' INK's cabinet of curiosities is the following communication from L. W. Rinear, advertising manager of the White Company, Cleveland, a gentleman who states he isn't conceited or anything like that. At the same time, if he were to be charged by the Supreme Court of being a trust with a monopoly of ability and experience he might have a hard time in clearing his skirts.

I have little or no time to go through advertising publications, in fact, I do not believe that a single issue during the past year has been opened in this office.

There is undoubtedly, occasionally, an article of interest to us but they are so few and far between, and one has to hunt through so much that is purely theoretical, or gives experiences with which I am as well or better acquainted than the writer, that they are of little interest.

It isn't that I am conceited about my ability or experience but have had about eighteen years of advertising in pretty nearly all ends of the game and for such men I believe that PRINTERS' INK has but few such articles of interest.

For a beginner, or a man of little experience, PRINTERS' INK may rightly be called "The Little Schoolmaster" and it is full of good sound business sense.

This same Mr. Rinear has recently written an article in which he sets forth some facts (?) that will be appreciated by advertising men who have not enjoyed his long experience:

Probably there is not a man, woman or child in this country that is not familiar with Pearline—yet it is only a few years ago that the firm of Enoch Morgan & Son was discouraged over the outlook—they knew they had a product that was good, but despite all their efforts it was not a large business—something under a half-million, I believe.

They felt that they were entitled to one of the biggest businesses in the world, but they encountered the greatest difficulty in getting the housewife to try their product.

About this time Artemus Ward was brought into the proposition and proposed the unrestricted offer of allowing the housewife to buy a package of Pearline, try it, and if it failed to satisfy her, if the service rendered was not equal to her expectation—the



## Millions of Dollars are spent every year for books for children.

Publishers of books for children or manufacturers of products that appeal to children between 11 and 18 years can best reach them by advertising in the magazine *they* read.

While the character is yet being moulded and habits formed—when impressions are easily made and long remembered—then is the time, Mr. Manufacturer, to present your goods to the boy and influence his natural habits to your advantage.

Fifty thousand boys—between the ages of 11-18—all of them interested in some kinds of books and stories, can be effectually reached by advertising in the columns of the Boys' Magazine—their own magazine. Can you not realize what a powerful influence a boy's magazine is. Can you afford to overlook this opportunity of appealing to 100% possible readers of your books?

(Let us talk this proposition over with you.)

## THE BOYS' MAGAZINE

SMETHPORT, PA.

### Are You Advertising Advertising or Advertising Selling Copy?

Your salesmen must sell your goods—not merely talk about them. It would be useless for a salesman to tell you he was giving you "valuable general publicity."

You pay good money for RESULTS—are the results you demand from your salesman coming from your booklets, advertisements and circular letters? If not, why not?

There are men who sell goods in person, and there are men who sell goods by the printed word; the latter reach men your salesmen cannot reach and they enlarge the boundaries of your business till the scope of the mails represents its limits only.

When salesmen write your copy your goods will sell—at the same profit in proportion to their cost, as you derive from your sales force. Our staff comprises men who have been salesmen, and, later, have evolved to *Writer-Salesmen*.

They have the selling instinct, and write—not advertisements—but *selling copy*.

Get on our mailing list by sending for a copy of our publication, **KNOWLEDGE**—a journal preaching a new creed and new principles in the art of copy writing.

**Business Development Company of America**  
"An Organization of Writer-Salesmen"  
119 Nassau Street :: :: New York

## Feister-Owen Press

Philadelphia Milwaukee

### SPECIAL EQUIPMENT

FOR PRINTING

Almanacs  
Booklets  
Catalogs  
Circulars

IN

## Large Editions

PROCESS COLOR WORK  
AND LITHOGRAPHY

Get into communication with  
our nearest plant

grocer—her grocer—the man she knew—would refund her the purchase price.

As a result, the first year, under this extraordinary offer, saw the business increase into the millions—and the company was called upon to redeem only two or three dollars' worth of Pearlina.

When this article was brought to the attention of the famous Artemas Ward, for many years advertising manager of Sapolio and now at the head of the firm of Ward & Gow, he was moved to comment as follows:

*Editor of PRINTERS' INK:*

I notice in the pages of *Judicious Advertising*, an instance of most injudicious editing—as well as quite a conspicuous example of advertising ignorance. On page 98 of the October issue, certain metamorphoses are recorded which would put the "Golden Ass" of Apuleius to shame.

Among the great successes in advertising in this country Pearlina stands very prominently, but it was never manufactured by the Enoch Morgan's Sons Company, nor is it true that either James Pyle & Sons, the manufacturers of Pearlina, or the Enoch Morgan's Sons Company, the manufacturers of Sapolio, were ever "discouraged over the outlook," which the article goes so far as to say was "only a few years ago," nor did either of these firms "encounter the greatest difficulty in getting the housewives to try their products."

Artemus Ward was a humorist, named Browne, but he was never brought into the Pearlina proposition, as he died over forty years ago, nor did one, whose family name he borrowed "propose the unrestricted offer of allowing a housewife to buy a package of Pearlina, try it, and if it failed to satisfy her, refund the purchase price."

Now, though many methods were used to introduce Pearlina and Sapolio, neither of these articles were ever introduced in the manner indicated—nor did I ever work for Pearlina.

Yet, how cocksure he is, positively stating that "as a result, the first year, under this extraordinary offer, saw the business increase into the millions—and the company was called upon to redeem only two or three dollars worth of Pearlina."

Personally, allow me to say that I did not originate, nor would I justify such a method of introduction. An advertising man who would produce such an absurd story as this one, deserves to cry out in his remorse, as Dogberry does in "Much Ado About Nothing," "O that he were here to write me down an ass," but, however that may be, I would be pleased if he would write me down as "as," and not mix me up with the deceased humorist, who, by the way, was a pretty good advertiser.

Yours Sapolionically,  
ARTEMAS WARD.

## BOOMING BUSINESS IN A BIG CITY SUBURB

EAST LIBERTY, PITTSBURGH, MERCHANTS DECIDE NOT TO LET ALL THE BUSINESS GO "DOWN TOWN"—BIG SPACE IN NEWSPAPERS AND A BUSINESS CARNIVAL, "RED LETTER" DAYS, AND THE LIKE

*By William Hastings.*

Can you imagine a spectacle that is more distressing to the average retail dealer than to see carload after carload of shoppers shooting gayly past his attractive store to a shopping district five miles away?

There goes money—real money, slathers of it—money that should be his, and would be his if only it were not for the fact that these shoppers did not want to spend it with him.

This is a problem that arises in every large city. The residence section outgrows the business center and spreads over a constantly widening area. Then at certain favored points in this area stores spring up; first, the corner grocery, then the drug store, and finally stores of all kinds. And the owners of these stores want business. They want it badly, but all they get are the petty pickings and leavings of a rich trade. For if there is any actual shopping to be done, any considerable sum to be spent, downtown is the place the shoppers go. Local stores? Not if it can be helped.

But East Liberty, a business district in the residential section of Pittsburgh, has refused to be satisfied with the crumbs of business. A few years ago it woke up and decided that it was going to have its finger in the big pie. There is a great deal in its favor, for it is the logical center of a large and prosperous territory; it has excellent trolley and railroad facilities and broad, handsome streets.

The question once definitely put, "How can we get our share of the business of the people that live in our territory?" The answer was easy: "We must make these people want to deal in East

## Extension

should be used by the best class of

### ADVERTISERS

Because its 105,000 circulation reaches that many high-class families. This means it is read by some 600,000 to 800,000 people. Besides, it is read by the buyers for all the Catholic

### INSTITUTIONS.

## Extension Magazine

secures replies and business.

*Sample copies and rates on request.*

## Extension Magazine

JAMES K. BOYD, Advertising Manager  
624-632S. Sherman St., CHICAGO

## PHYSICAL CULTURE

has gained 100% in advertising patronage since 1908—25% since 1910.

Few magazines have as much as held their own during the same period.

This success is not due to any superiority in our business-getting ideas—it is entirely due to the ability of the magazine to make good for the advertisers who use it.

New York Office: 1 Madison Avenue  
O. J. Elder, Manager

Chicago Office: Peoples Gas Building  
W. J. Macdonald, Manager

**Quality Circulation  
Brings Returns**

Liberty instead of going into the city." And being live men and willing to show that they had the courage of their convictions, the East Liberty dealers put time, work and money into creating this particular "want."

Advertising was of course the weapon to be used, and into the advertising business the local Board of Trade plunged bodily. Its methods are worth recounting because, in the first place, they can be imitated by any business community similarly placed, and, secondly, they are resulting in success.

The first step was to arrange a series of Red Letter Days. About twice a year a week is set aside during which all the stores offer special bargains. These events are widely advertised before hand. The stores are decorated, streamers are hung from the guide wires of the trolley lines, and the whole district assumes a holiday aspect. Prizes are sometimes offered for the best window displays and every clerk is keyed up to the occasion.

As a result, hundreds of shoppers, especially women, are drawn to the stores and discover excellent stocks, thoroughly satisfactory service, and in many cases prices that are lower than those downtown.

One of the features of the advertising of these Red Letter Days is the use of large newspaper space. Part of the space is devoted to the general advantages of East Liberty as a shopping center, and the rest is taken up by the different stores.

A number of painted signs have also been placed which perpetually admonish the reader to "Save time and money"; "Shop in East Liberty."

The latest movement in the campaign was the opening of a local exposition. Almost all the local dealers were interested and the co-operation of a number of national advertisers was secured. A large, unoccupied store, five stories high, was filled with booths, orchestras and bands were hired, and several attractions were engaged.

The result surprised even the

most sanguine of the promoters. The building was crowded every day of the week that it was open and the local dealers secured an immense amount of advertising.

During the exposition week, the stores held Red Letter Days. An extensive line of bargains was offered, many of the stores giving ten per cent discount on everything on which prices were not fixed. Many of the stores had manufacturers' demonstrators to aid in pushing their goods. The affair was, in fact, a general mercantile carnival.

A newspaper advertisement of the exposition is reproduced on these pages. The program, which contained a list of the special bargains of the East Liberty

CORNER HIGHLAND and PENN AVENUES,  
EAST END, PITTSBURGH

**OCTOBER 21<sup>st</sup> to 28<sup>th</sup>**

**EXHIBITING**

**"WHAT to WEAR"**

**"WHAT to EAT"**

**"WHAT to USE"**

Finest Electrical  
Exhibits Ever  
Shown.

**EAST LIBERTY EXPO**

**BANDS**  
**CIRCUS**  
**VAUDEVILLE**

Concerts Afternoon  
and Evening by Musical  
Art Society Orchestra,  
JEAN BARBER, Director

**ADMISSION 10c**

ALL ABOVE DAYS WILL BE RED LETTER  
BARGAIN DAYS AT EAST LIBERTY STORES

NEWSPAPER COPY TO RESIST THE "DOWN-TOWN" TREND

stores, was widely distributed, being mailed to every obtainable name in the East Liberty district.

The exposition is too recent to show results, but there is no question as to the success of the entire movement. Since the campaign was inaugurated it has become evident that East Liberty has "waked up." The difference is obvious to everyone. All the stores report increased business, many are able to carry more extensive stocks, and some have been forced to build larger quarters.

The International Auction Company, with an authorized capital of \$1,000,000, has been incorporated at Albany, N. Y. It expects, by bringing producers and consumers in closer touch, to save New York at least \$12,000,000 a year. It will make a specialty at first of butter, eggs and poultry.



Yes, you should use *some* magazines in Canada, to get your goods in and out of Canadian stores. The best-informed advertisers are among the biggest users of space in the

## Canadian Home Journal

Several U. S. advertisers doubled their space in the Home Journal this year. And more advertising than we could accommodate came to us for our November issue.

Aren't these facts significant? Then write for sample copy, rates and detailed statement of circulation, and you'll want to give the Home Journal a try-out. Address:

**CANADIAN HOME JOURNAL, Toronto, Ontario**



### The Aeroplane and the Ox-cart

Both get there — but not on the same day.

If prompt, speedy delivery of illustrations and engravings means anything to you, send your orders to Barnes-Crosby Company, the largest and best equipped illustrating and engraving establishment in America. You will get what you want—when you want it. The house stands back of every promise.

Commercial photographs, illustrations, designs, halftones, zinc etchings, wood cuts, electrotypes, photogravures, two, three and four color process and zinc color plates.

*Day and Night Service*

**Barnes-Crosby Company**

E. W. HOUSER, President

**Artists :: Engravers  
Catalog Plate Makers**

Complete Manufacturing Engraving Plants:—

Madison & Franklin Streets, Chicago

11th & Locust Streets, St. Louis

Branch Offices in fifteen principal cities

## The Little Schoolmaster's Classroom

The latest developments in medical science indicate that alcoholic drinks enable tuberculosis to get a better stranglehold on its helpless victims. But this week a whiskey advertisement published generally in newspapers assures the public that a certain whiskey cures tuberculosis; that it has restored a man to health and strength after nineteen doctors had told him he did not have more

great opportunity?" There can be little progress in advertising reform until red-blooded men will protest vigorously against such advertising as that referred to.

A member of the Classroom sends the Schoolmaster two advertising pages from a house organ and says there is considerable difference of opinion as to which is the better style, one in-

### Cut Cylinders

Are the result of imperfect lubrication. The excessive friction softens the metal and a cut is the natural result.

### Vim Cylinder Oils

not only lubricate best, but the longer their use the harder the metal of the cylinder and valves.

This is due to the fact that these oils, being of the highest grade possible to make, are free from all corrosive properties, and being hydrocarbons of a peculiar character, charge the pores of the metal with their carbon, thus practically producing with each day's use a higher grade of carbon steel.

Write for particulars.

**E. F. HOUGHTON & CO.**

P. O. BOX 3078

PHILADELPHIA

than six months to live, and is an effective curative agent not only in tuberculosis but pneumonia. If publishers have lent their space recently to a more outrageous, heartless imposition, the Schoolmaster would like to hear about it. Said President Dobbs at the Boston convention of the Associated Advertising Clubs: "When will the newspapers rise to their

### SOMETHING ABOUT EXPERIENCE



YOU would not take a medicine unless you knew that the doctor who prescribed it and the pharmacist who prepared it were experienced.

Q A belt-dressing is merely a BELT-MEDICINE.

Q And you should not use it unless you know something about the experience of the prescriber and compounder.

Q Here is the experience of the House of Houghton:

Q Been making oils and greases since 1870.

Q Began making belt-dressing about 1871.

Q Put HOUGHTON'S ADHESIVE BELT-DRESSING on the market sometime previous to 1880.

Q Make the oils and greases which the principal belt makers of America put into their belts.

Q Sold leather belt extensively from 1806 to 1906.

Q Been manufacturing VIM Belt Leather since 1898.

Q Been making VIM Leather Belt since 1902.

Q Surely they qualify on the score of experience.

Q If they do not know what is best for belt, they should.

Q May we send you a five gallon can of Houghton's Adhesive Belt Dressing upon your own terms of approval?

**E. F. HOUGHTON & CO.**

terested person arguing that such a small page,  $6\frac{1}{4} \times 3\frac{3}{4}$ , does not need displayed headings. The two pages are reproduced here.

The Schoolmaster thinks the page with the displayed headings is the better of the two, despite the fact that the displays are not harmonious, and that a little more space was taken up with the displays than was necessary. Cer-

tainly, when pages are small, there is not as much need for attention-catching headings as when the pages are large and contain a number of advertisements. But it would be going too far to say that displayed headings are unnecessary. An occasional page set in body-text style may stand out well because of the contrast with other pages set in different style, but a series of body-text pages would be monotonous to the eye.

The "Something About Experience" page seems too thickly set with a rather heavy type to have a good readable effect.

An old woman keeping a candy stand recorded all her accounts on a slate. They were not numerous. When someone asked her why she didn't adopt a modern book-keeping system for taking care of her credit business she said, "What's the use? When somebody buys something on credit, I put it down on the slate, and when I get paid, I rub it off." All business is not as simple as the old woman's but watch out for simplicity, for recording only the necessary things when you change the system of your office. The Schoolmaster not long ago had the opportunity of seeing a recording system laid out by one who called himself an expert, and yet to any one who knew the needs of the business in question it was obvious that the method was exceedingly burdensome.

"Good-will mediums" is the de-

scription that one advertising manager gives to a fair-sized list of publications that he uses merely to be politic; he expects to get nothing, or next to nothing, from them, and he does not include their cost in his statement that shows the average cost of business from mediums picked out because of their supposed suitability.

## What Have You to Market?

I want a specialty to market in the Grocery or Food, Drug or Toilet line, Wearing Apparel, Hardware or other specialty for which there should be a good demand and a profitable sale.

Will act for manufacturer; take exclusive selling agency; or will manufacture and market on equitable terms.

I am a successful advertiser and merchandiser.

Will consider increasing any meritorious business or increasing the population and business of any good city or town.

Address in confidence,

### Business Accelerator

Care PRINTERS' INK

**1847 ROGERS BROS** X S TRIPLE

"Silver Plate that Wears"

The famous trade mark  
1847 ROGERS BROS. guarantees  
the *heaviest* triple plate.

Catalogue "P"  
shows all designs

**MERIDEN BRITANNIA CO.**  
(Incorporated Silver Co., Successor)

**MERIDEN, CONN.**

NEW YORK CHICAGO SAN FRANCISCO

VINTAGE  
PATTERN

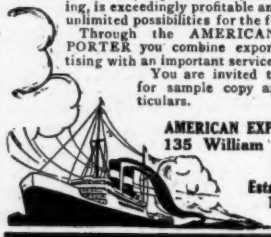


## Are You Developing Your Export Markets?

There is not a more important part of a manufacturer's business than his Foreign Trade. It offers a means of relief from quiet domestic conditions, responds readily to advertising, is exceedingly profitable and offers unlimited possibilities for the future.

Through the AMERICAN EXPORTER you combine export advertising with an important service.

You are invited to write for sample copy and particulars.



**AMERICAN EXPORTER**  
135 William Street  
N. Y.  
Established 1877

Edw-Edz

Celluloid

**Offer Your Particular Trade Better Guide Cards—Fewer of Them Celluloid Tipped Guides**

will outwear six or more sets of ordinary unreinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have. Write for samples.

**STANDARD INDEX CARD CO.**  
701 to 709 Arch Street, Philadelphia

## Lincoln Freie Presse

German Weekly  
**LINCOLN, NEBRASKA**

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**CIRCULATION 141,048**  
RATE 35 CENTS

## Stronger Letters

Does it bother you to get life, originality and selling strength into your advertising letters, follow-ups, etc.? Why not use our experience to avoid the pitfalls, and give your advertising the pulling power that means profit? Write us

**The Hall-Taylor Co.**

12 Madison Street  
Minneapolis



## CAN COPYRIGHT CATALOGUES BUT NOT STYLES IN THEM

In an opinion handed down by Judge Lacombe in the United States Circuit Court, New York, October 30, the Standard Mail Order Company is upheld in its demurrer to a complaint made by the National Cloak & Suit Company that the defendant company acted within its legal rights by the issuance of a catalogue containing illustrations of garments which it was alleged by the complainant company infringed upon a copyrighted illustrated catalogue of its own. The opinion of Judge Lacombe says:

"I am entirely in accord with defendant in the proposition that a manufacturer of unpatented articles cannot practically monopolize their sale by copyrighting a catalogue containing illustrations of them.

"From a comparison of the illustrations, upon which the complainant relies, the fair inference would seem to be that the defendant makes some garments which are identical with complainant's and offered for sale. If this be so, he cannot be deprived of the right to issue a catalogue of the garments he offers, with illustrations showing what they look like, providing that the illustrations are drawn from the garments themselves and not copied from the complainant's copyrighted catalogue.

"The difficulty with undertaking to decide the case on demurrer is that we cannot be sure how defendant's illustrations were produced. The complainant might be able to show that they were, in fact, copied from its own and not drawn from the garments as models."

## CAN FIX RESALE PRICE ON PATENTED ARTICLE

Judge Ward, in the United States Circuit Court, New York City, on November 3, upheld the right of the owner of a patented article to impose on retailers buying from him the condition that they shall not sell the article below a certain price.

The decision was given in overruling the demurrer filed by Charles A. Keene, of 180 Broadway, in the action which the Waltham Watch Company is bringing against him for an alleged violation of the purchase contract in selling movements for less than its stipulated price. Keene received twenty days in which to file his answer to the complaint.

## RECENT INCORPORATIONS

The Auto-Scope Advertising Company, of New York; advertising, etc.; capital, \$1,000,000. Incorporators: E. H. Jewett, S. M. Hitchcock, E. Frank, New York.

E. T. Howard Advertising Agency, Manhattan; solicit advertising for periodicals, etc.; capital, \$25,000. Incorporators: E. T. Howard, H. C. King, W. Leeming, Brooklyn.

## Classified Advertisements

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Equitable Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### In Cuba and the West Indies

#### THE Beers Advertising Agency

is the one to consult

**THEY ARE ON THE SPOT**  
YOU know what that means!

**37 Cuba Street, Alcega (Upstairs) Havana, Cuba**  
**CHAS. H. FULLER CO., Chicago, Ill., Corr.**

### Advertising in Turkey

#### SOCIÉTÉ OTTOMANE DE PUBLICITÉ

of **CONSTANTINOPLE (Turkey)**

Exclusive contractors for advertising in most of the periodicals of Turkey.

**UNIVERSAL PUBLICITY CO.**  
**Monolith Building New York City**  
Sole Representatives for the United States

### ADVERTISING MEDIA

**THE APARTMENT HOUSE** reaches owners, architects, builders, managers. Interests them, too! Get rate card. 440 S. Dearborn, Chicago.

**THE TEXTILE MANUFACTURER,** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Do you wish to reach the coal mine operator, mine superintendent, and purchasing agent? Give the **Black Diamond** a "keyed" ad and note results. Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

### BUSINESS OPPORTUNITIES

**ADVERTISING THINGS**, i. e., circulars, booklets, etc., usually unusual. **FRANCIS I. MAULE, 401 Sansom St., Philadelphia.**

**MAIL DEALERS**—Write for our 25 Big Propositions. All new. No competition. Make 35 cents profit on every dollar order. A few leaders sent free! Complete outfit 10c. Mail Dealers Wholesale House, 442 Franklin Building, Chicago, Ill.

### COIN CARDS

#### Mr. Circulation Manager

Your coin cards are all ready to be printed as soon as we receive your copy. You need them, and delays are dangerous. The effort you are planning to send out next week may be saved from failure by the use of **WINTHROP COIN CARDS**. You inclose a return envelope to make answering easy. Why not a coin card to make remitting easy also? And if coin cards—the best—**WINTHROP COIN CARDS**—of course. Will carry any amount up to one dollar and seventy cents. Prices based on quantity, and quoted on application. Send us your name and a sample copy of your publication and get our prices and valuable circulation ideas.

**THE WINTHROP PRESS**

Coin Card Department

60 Murray Street New York, N. Y.

### ENGRAVING

**PERFECT** copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

### FINANCIAL

#### FREE—"Investing for Profit"

Magazine. Send me your name and I will mail you this magazine absolutely FREE. Before you invest a dollar anywhere—get this magazine—it is worth \$10 a copy to any man who intends to invest \$5 or more per month. Tell you how \$1,000 can grow to \$22,000—how to judge different classes of investments, the Real Earning Power of your money. This magazine 6 months Free if you write to-day. **H. L. BARBER, Publisher. R 448, 28 West Jackson Boulevard, Chicago.**

## HELP WANTED

**POSITIONS OPEN** in all departments of advertising publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

**PRINTER-SALESMAN** wanted who has a high class clientele, preferably among users of black and color work, and who has been a producer in the past. Opportunity unlimited. Only high grade men considered. A splendid chance to connect with old established house. Address "QUALITY," care of Printers' Ink.

## WANTED—

**CIRCULATION MANAGER** for Woman's Magazine. State experience, salary expected, and how soon you can leave present position. Address "HUSTLER," care Printers' Ink.

## POSITIONS WANTED

### MAN WHO WRITES PROFITABLE ADVERTISING

wants to get into touch with a good agency or manufacturer. Is an able all-round executive. Address "A. B. W.," care Printers' Ink.

### Gentleman of wide advertising

and commercial experience, an able writer, possessing besides, sound organizing and personal contact sales ability, wishes to negotiate with an agency or periodical of good reputation with a view to joining its executive or personal selling force. "C. S. K.," care of Printers' Ink.

### Some Real Live Newspaper, Department Store or Manufacturer Needs My Service.

Young Advertising Man of proved ability now on advertising staff of morning daily, 10,000 circulation, for which he has helped make a gain of over 500% in advertising receipts during the past ten months, desires offer for Jan. 1.

Fast experience includes newspaper, magazine, department store, wholesale and railroad. Acquainted with all lines of retail trade; knows engraving, printing and type; strong on layouts; forceful copywriter; good correspondent.

Am accustomed to meeting and mixing with business men; energetic and business getting solicitor; have initiative and ideas and know how to get things done; possess sound business judgment and a forceful, agreeable personality; no bad habits; age 24; prefer middle-west location.

Best of references. "CAPABLE," care of Printers' Ink. 1206 Boyce Bldg., Chicago, Ill.

### Is Advertising WORTH WHILE?

Am backing to extent of cost of this insertion my belief that it is. Want to be useful to some publisher, advertising department or agency. Have university degree and newspaper training; identified two years with big advertising campaign; ex-member T. P. A.; at present writing newspaper headlines. Familiar with circular letters; house publications; can write and especially edit copy. Address Printers' Ink "BOX A. M. C."

### \$4 PER WEEK

Will prepare evenings, all needed adv. copy and suggest striking illustrations. Restricted to six non-competitive manufacturers. Address "AGENCY MAN," care Printers' Ink.

**SUPERINTENDENT**, thoroughly competent and experienced in mail-order house work; follow-up letters; correspondence; well educated; indefatigable worker; knows how to get work out of employees, and keep down expenses; has had entire charge of big mail-order house for successful Chicago mail-order man, and can furnish highest references. If you have opening for capable woman about 30 kindly address "H. B. W.," care of Printers' Ink.

## Qualified

advertising man wants to talk with men who have a place open for a young man of good education and ability. Four years' writing retail advertising literature; the kind that has won. Don't know it all, but know I want to learn more. Winner in several contests. Nine years' printing experience. If you are looking for a conscientious worker as your assistant or in your agency, let me call and tell you more. "JONES," care of Printers' Ink.

## PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 108 110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## PUBLISHING BUSINESS OPPORTUNITIES

## Men Wanted By Publishers

We know of good openings for young men experienced in the publishing business. An opportunity to buy a working interest and become a part of the institution is offered in various parts of the country. If you have the **know-how** and \$1,000 or more it might pay you to get in touch promptly. We know a few jobs that require no investment. When shall we hear from you? **HARRIS-DIBBLE COMPANY**, Brokers In Publishing Property, 46 West 24th Street, New York, N. Y.

## STAMPS FOR SALE

**ARE STAMPS FOR SALE**  
Address: **J. F. CROUNSE**  
Princeton, N. Y.



# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1910, 22,515. Best advertising medium in Alabama.  
**Montgomery, Advertiser**, net average Feb., 1911, 18,310 dy; 23,194 Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## COLORADO

**Denver, Times**. Second in circulation in the city. Daily average, July 1st, 1910, June 30, 1911, 20,823.

## CONNECTICUT

**Meriden, Journal**, evening. Actual average for 1909, 7,729; average for 1910, 7,801.  
**Meriden, Morning Record & Republican**. Daily aver. 1909, 7,733; 1910, 7,873.  
**New Haven, Evening Register**, daily. Aver. for 1910 (sworn) 19,095 daily 2c.; Sunday, 14,753, 5c.  
**New London, Day**, ev'g. Av. '10, 8,892. 1st 6 mos. '11, 7,998; double all other local papers combin'd.  
**New Haven, Union**. Largest paid circ. Av. 1st 6 mos. '11, 18,042 daily. Paper non-returnable.  
**Norwalk, Evening Hour**. Average circulation 1912, 3,677. Carries half page of wants.  
**Waterbury, Republican**. Examined by A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Daily aver., 1st 6 mos. 1911—53,326 (©©).

## FLORIDA

**Jacksonville, Metropolis**, Dy, '10, 13,701; Dec., '10, 14,608. E. Katz Sp. A. A., N. Y. and Chicago.

## ILLINOIS

**Chicago Examiner**, average 1910, Sunday 694,607, Daily 210,687, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Champaign, News**. Leading paper in field. Average year 1910, 5,154.  
**Joliet, Herald**, evening and Sunday morning. Aver. year ending June 30, 1911, 8,230.  
**Peoria, Evening Star**. Circulation for 1910, 21,143.

## INDIANA

**South Bend, Tribune**. Sworn average Sept., 1911, 12,880. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1910, 9,404. "All paid in advance."  
**Des Moines, Register & Leader** (av '10), 35,043. **Evening Tribune**, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field.  
**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,923; sun 11,426.  
**Washington, Eve. Journal**. Only daily in count. 1,913 subscribers. All good people.  
**Waterloo, Evening Courier**, 53rd year; Av. dy. sworn, Jan. 1-July 1, '11, 7,998. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald**. Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."  
**Louisville, Courier Journal**. Average 1910, daily, 22,304. Sunday, 46,249.  
**Louisville, The Times**, evening daily, average for 1910 net paid 43,334.

## MAINE

**Augusta, Kennebec Journal**, daily average 1910, 9,319. Largest and best cir. in Cent. Me.  
**Bangor, Commercial**. Average for 1910, daily 10,199.  
**Lewiston, Sun**. Daily average first 6 mos. of 1911, 8,662. Largest K. F. D. circulation.  
**Portland, Evening Express**. Average for 1910, daily 16,336. Sunday Telegram, 11,368.

## MARYLAND

**Baltimore, News**, daily. News Publishing Company. Average 1910, 23,408. For Oct. 1911, 26,193.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.





**Boston, Globe.** Average circulation.

Daily (2 cents a copy)  
1910, 183,720—Dec. av., 188,843.

Sunday

1910, 331,878—Dec. av., 330,717.

Advertising totals: 1910, 7,929,108 lines

Gain, 1910, 586,331 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



**Boston, Daily Post.** Greatest Oct. of the *Boston Post* Circulation averages: *Daily Post*, 369,418, gain of 28,495 copies per day over Oct., 1910. *Sunday Post*, 303,631, gain of 28,576 copies per Sunday over Oct., 1910.

**Lawrence, Telegram,** evening, 1910 av. 2,543. Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. 1908, 18,396; 1909, 18,639; 1910, 18,842. Two cents. Lynn's family paper. Covers field thoroughly.

**Salem, Evening News.** Actual daily average for 1910, 18,763.

**Worcester, Gazette,** evening. Av. Jan. to June, '11, 18,890. The "Home" paper. Largest ev'g circ.

## MICHIGAN

**Detroit, Michigan Farmer.** Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot,** Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

## MINNESOTA

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for year ending Dec. 31, 1910, 103,280.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



**Minneapolis, Journal,** Daily

and Sunday (☉☉). In 1910 average daily circulation evening only, 77,343.

In 1910 average Sunday circulation, 80,655.

Daily average circulation for September, 1911, evening only, 79,074.

Average Sunday circulation for Sept., 1911, 81,867.

(Jan. 1, 1908, subscription rates

were raised from \$1.50 to \$5.00

per year cash in advance. The

Journal's circulation is absolutely

guaranteed by the Printers'

Ink Publishing Company.



## CIRCULATION



by Printers' Ink Publishing Company

**Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 81,260. Average circulation of Sunday *Tribune* for same period, 81,523.

## MISSOURI

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1910, 128,109.

## NEBRASKA

**Lincoln, Deutsch-American Farmer** weekly 140,321 for year ending Dec. 31, 1910

**Lincoln, Freie Press,** weekly. Average year ending Dec. 31, 1910, 161,048.

## NEW JERSEY

**Camden, Daily Courier,** covers Southern N. J. 9,465 average—Oct., 1910, to September, 1911.

**Camden, Post-Telegram.** 9,433 sworn average for 1910. Camden's oldest and best daily.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Tronton, Evening Times.** 10—'07, 20,370; '08, 21,326; 20—'09, 19,062; '10, 19,233; 1st quarter, '11, 20,128.

## NEW YORK

**Albany, Evening Journal.** Daily average for 1910, 17,759. It's the leading paper.



**The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 9 months, 1911, 60,003.

**Buffalo, Courier,** morn. Ave. '10 Sunday, 66,737, daily, 46,284; *Enquirer,* evening, 32,278.

**Buffalo, Evening News.** Daily average for 1908, 94,033; 1909, 94,307, 1910, 94,232.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1910, 8,104.

## NEW YORK CITY

**The Globe** Largest high-class evening circulation. Daily average net cash sales, proven by A. A. A., July 1, 1910, to June 30, 1911, 109,333. For June, 1911, 118,593.

**New York, The World.** Actual av. 1910, Morning, 342,108. Evening, 411,320. Sunday, 467,664.

**Poughkeepsie, Star,** evening. Daily average year, 1910, 8,710; last four mos. 1910, 8,187.

**Schenectady, Gazette,** daily. A. N. Lietz. Actual Average for 1910, 19,344. Benjamin & Kennor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Schenectady, Star.** Average 6 mos. 1911, 13,629. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.



**Troy, Record.** Av. circulation 1910, (A. M., 8,102; P. M., 17,687) 23,789. Only paper in city which has permitted A. A. A. examination, and made public the report

Utica, *National Electrical Contractor*, mo  
Average for 1910, 2,625.

## NORTH CAROLINA

Charlotte, *News*, leading evening and Sunday paper in Carolinas.

## NORTH DAKOTA

Grand Forks, *Normanden*. Norwegian weekly  
Actual average for 1910, 2,076.

## OHIO

Cuyrus, *Evening Telegraph*. Daily average  
for 1910 1,753. *Journal*, weekly, 976.

Cleveland, *Plain Dealer*. Est. 1841. Actual  
average for 1910: Daily, 87,125; Sunday, 114,044.

For Sept., 1911, 89,398 daily; Sunday, 120,599.

Youngstown, *Vindicator*. D'y av., '10, 10,696;

LaCrosse & Maxwell, N. Y. & Chicago.

## OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. August, 1911,  
daily, 34,368; Sunday, 40,063.

## PENNSYLVANIA

Erie, *Times*, daily. 21,653 average,  
Sept., 1911. A larger guaranteed paid  
circulation than all other Erie papers  
combined. E. Katz, Special Agt., N. Y.

Johnstown, *Tribune*. Average for  
12 mos. 1910, 19,328. Mar., 1911,  
14,883. Only evening paper in John-  
stown.

Philadelphia, *The Press* (©) is  
Philadelphia's Great Home News-  
paper. Besides the Guarantee  
Star, it has the Gold Marks and is  
on the Roll of Honor—the three  
most desirable distinctions for  
any newspaper. Sworn average  
circulation of the daily *Press* for Sept., 1911,  
51,447; the Sunday *Press*, 169,011.

Washington, *Reporter and Observer*, circulation  
average 1910, 12,396; May, '11, 12,691.

West Chester, *Local News*,  
daily, W. H. Hodgson. Aver. for  
1910, 18,028. In its 37th year.  
Independent. Has Chester Co.,  
and vicinity for its field. Devoted  
to home news, hence is a home  
paper. Chester County is second  
in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best me-  
dium of anthracite field for advertising purposes.

York, *Dispatch and Daily*. Average for 1910,  
18,767.

## RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation  
9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, *Daily Journal*. Average  
for 1910, 29,798 (©). Sunday, 30,771  
(©). *Evening Bulletin*, 48,323 aver-  
age 1910.

Westerly, *Daily Sun*, George H. Utter, pub.  
Circulates in Conn. and R. I. Cir., 1910, 6,423.

## SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual  
daily average 1910, 6,480.

## TEXAS

El Paso, *Herald*, year 1910, 11,351. Only  
El Paso paper examined by the A. A.

## VERMONT

Barre, *Times*, daily. Only paper in city. Av.  
1910, 8,635. Examined by A. A. A.

Montpelier, *Argus*, d'y., av. 1910, 3,315. Only  
Montpelier paper examined by the A. A. A.

## VIRGINIA

Danville, *The Bee*. Aver. Aug., 1911, 5,159,  
Sept., '11, 5,132. Largest circ. Only eve. paper.

## WASHINGTON

Seattle, *The Seattle Times* (©) is  
the metropolitan daily of Seattle  
and the Pacific Northwest. It  
combines with its 1910 circ. of  
84,741 daily, 84,208 Sunday, are  
quality. It is a gold mark paper  
of the first degree. Quality and  
quantity circulation means great productive value  
to the advertiser. *The Times* carried in 1910,  
12,328,918 lines, beating its nearest competitor  
by 2,701,244 lines.



Tacoma, *Ledger*. Average year 1910, daily,  
18,967 Sunday, 27,343.

Tacoma, *News*. Average for year 1910,  
19,312.

## WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average  
Sept., 1911, 3,931. Established over 40 years ago.  
Janesville, *Gazette*. Daily average, August,  
1911, daily 6,639; semi-weekly, 1,647.

Madison, *State Journal*, daily. Actual aver-  
age for April, 1911, 7,147.

Milwaukee, *The Evening Wis-  
consin*, daily. Average daily cir-  
culation for first six months of  
1911, 44,000. Average daily gain  
over first six months of '10, 3,823.

Wisconsin's circulation is a home circulation  
that courts, and without question enters more  
actual homes than any other Milwaukee paper.  
Every leading local business house uses "full  
copy." Every leading foreign advertiser uses  
Milwaukee's popular home paper. Minimum  
rate 5 cents per line. Chas. H. Eddy, Foreign  
Rep., 5024 Metropolitan Bldg., New York. Eddy  
& Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee  
Journal* (eve.). Daily Av. circ.  
for 12 mos, 65,010. Daily circ. for  
month of Sept., '11, 67,292. Daily  
gain over Sept., 1910, 4,288. Goes  
to over 60% of the Milwaukee  
homes. More city paid circ. than  
any two other Milwaukee papers combined.

More city paid circ. than any other paper has  
total paid circ. More city paid circ. daily than  
the total paid of any Sunday paper. *Journal*  
leads in both Classified and Display adver-  
tising. Rate 7c. per line flat. C. D. Bertolet,  
Mgr. Foreign, 1101-10 Boyce Bldg., Chicago;  
J. F. Antisdel, 360 Fifth Ave., N. Y. City.

Racine, *Daily Journal*. Sept., 1911, circula-  
tion, 5,692. Statement filed with A. A. A.



## THE WISCONSIN AGRICULTURIST

Racine, Wis., Established. 1877.  
Actual weekly average for year  
ended Dec. 31, 1910, 61,827.  
Larger circulation in Wisconsin  
than any other paper. Adv.  
\$4.30 an inch. N. Y. Office.  
41 Park Row. W. C. Richardson, Mgr.

## MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Av-  
erage for 1910, daily, 46,181; daily Sept., 1911,  
57,970; weekly 1910, 26,446; Sept., 1911, 26,830.

Winnipeg, *Der Norwesten*. Canada's National  
German weekly. Av. 1910, 18,466. Rates 56c in-

## ONTARIO, CAN.

Fort William, farthest West city in Ontario.  
*Times Journal*, daily average, 1910, 3,153.

## QUEBEC, CAN.

Montreal, *La Presse*. Daily average for  
Sept., 1911, 108,177. Largest in Canada  
Montreal, *La Patrie*. Ave. 1910, daily, 42,114;  
Sat., 56,810. Highest quality circulation.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

**NEARLY** everybody who reads the English language in, around or about Chicago, reads the *Daily News*, says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its 624,607 Sunday circulation and 210,857 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## INDIANA

**THE Indianapolis Star,** Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe,** daily and Sunday, for the year 1910 printed a total of 479,577 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

## CIRCULATION

**THE Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Sept., '11, amounted to 285,801 lines. The number of individual advertisements published was 37,888. Rates: 1 cent a word, cash with the order; or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers' Ink Pub. Co.



**THE Minneapolis Journal,** daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

## NEW YORK

**THE Albany Evening Journal,** Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 95% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 58,326. (◎◎.)

## ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woollen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,000 weekly. MCGRAW PUBLISHING CO.

**Engineering News (◎◎). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.**

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 263 Broadway, New York City.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated, \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

## PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Sept., 1911, sworn net average, Daily, 81,447; Sunday, 168,011.

# THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people.

## TENNESSEE

The Memphis Commercial Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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# Are You in Sympathy with the Ad Club Movement?

Over 6,000 active advertising men are to-day affiliated with the Associated Advertising Clubs of America. If you are in any way connected with the advertising industry and are not identified with the national organization, you are invited to consider joining the

## CLUB-AT-LARGE

The purpose of the Club-at-Large is to afford an opportunity to advertising men in towns where there is no regular ad club, of becoming affiliated with this great movement.

By a co-operative arrangement with the Advertising Men's League of N. Y. (Inc.), members of the Club-at-Large will share in the activities of this very live and prominent organization.

Other benefits include the right to participate in the conventions of the A. A. C. of A., a free subscription to the official organ and receipt of the regular bulletins of the Club-at-Large and Advertising Men's League.

The cost of membership in the Club-at-Large is \$5.00 annually, including initiation.

For further information and free copy of the October Bulletin, address

**P. S. FLOREA**

**Sec'y Club-At-Large**

**INDIANAPOLIS, IND.**

JOHN IRVING ROMER,  
*Pres. Club-at-Large,*  
Care PRINTERS' INK, New York.

**"Smoke is not only the best of preservatives, it is also the most valuable of condiments."**

**"Food eaten without enjoyment does more harm than good."**

**Quotations from an  
up-to-date article**

## **Ungastronomic America**

**in the**

**November Century**